

The influence of youtube food content reviews on customer purchasing decisions: lesson from Jakarta local street food

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Abstract: The purpose of this study is to examine the influence of food review content on YouTube on purchasing decisions for local culinary delights, specifically the Jakarta Nasi Goreng Kambing Kebon Sirih. It is the one of the favorite culinary place in Jakarta which sells lamb fried rice, it is located at Kebon Sirih Street. This research employed a quantitative approach with data analysis techniques such as descriptive statistics, linear regression test, t test, and coefficient of determination. The participants in this study are tourists on culinary trips in Jakarta. The samples were 100 tourists who went on a culinary trip and purchased fried rice for the Jakarta Kebon Sirih utilising non-probability sampling or purposive sampling techniques. The correlation coefficient test findings reveal that food reviews on YouTube have a remarkably strong relationship with Nasi Goreng Kambing Kebon Sirih purchasing decisions. Furthermore, the t test results indicate that food reviews on YouTube have a partially positive influence on the decision to purchase culinary products at the restaurant. The theoretical implication of this research is to provide an understanding that food reviews on YouTube have a significant contribution in the context of culinary products or culinary tourism. In the meantime, the findings of this study can be utilized as a reference for restaurant management in particular, and for local street food in general. Some of the limitations of this research that can be addressed in future research include the sample size and research scope.

Keywords: YouTube, Food Content Reviews, Customer Purchasing Decisions, Local Street Food

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Introduction

In the era of digital technology, social media gave rise to a variety of platforms that enable consumers to obtain information less swiftly. Several platforms have been accessed by many viewers, including blogs, Facebook, Instagram, and the one that has recently caught the attention of many, YouTube. According to Budiargo (2015) YouTube is an online video that provides a platform for searching, viewing, and sharing creative videos from across the world over the web (Firani, 2020). YouTube's benefits include, in addition to being practical, providing service features that users require and displaying a variety of video content with a diverse range of information. Food and drink reviews are among the most popular videos. Food review content not only provides information on the food being reviewed, but also knowledge in the culinary industry such as cooking techniques, ingredient selection, and food history.

Because consumers could experience the visual reactions of food vloggers who are reviewing the cuisine on YouTube, which is a very representational video-based communication channel, it is far more respected than other social media platforms. YouTube content can be understood better as a story than as a visual analysis, instructional media, videography, or other format. There are many YouTube food vloggers who review food, which consumers use as a reference

when purchasing gastronomic pleasures at tourism destinations. Previous research by Kusumaningrum et al (2019) discovered that the content of food vloggers influences healthy food choices. Effendy et al., (2021) supports prior findings that food vloggers are effective in globalizing local culinary delights via interactive communication and emotional relationships. Because some of the preceding study focused on a particular food vlogger, this research is more applicable for food review content on YouTube, particularly online consumer reviews from food content creators. This will provide a more general picture of the impact of YouTube food review content on purchasing decisions for local gastronomic delights.

Local cuisine is an iconic food from a region that is typically prepared using recipes carried up from generation to generation, including the main menu and snacks. Street food is one variety of local cuisine that has gained popularity around the world, particularly in Indonesia. Street-vended foods or food stalls are described by the World Health Organization (1996) as foods and beverages produced and marketed by vendors on the streets or public areas for immediate or later consumption without further processing or preparation. Street food delivers messages about a region's cultural heritage, identity, history, and traditions (Ozturk & Iriguler, 2017).

The emergence of particular interest tours, such as culinary or gourmet tourism, has become a global phenomenon. Street food is one of the attractions for tourists who specifically visit to enjoy food and drinks at destinations. Experiencing local culinary street merchants provides first-hand experience of the destination culture and local community life (Ozturk & Iriguler, 2017). Tourists are even familiar with some countries' street food. According to Fisher (2016), the top 10 street food cities are Chicago, Istanbul, Mexico City, Marrakesh, New York, Austin, Bangkok, Berlin, Los Angeles, and Ho Chi Minh City.

Nasi Goreng Kambing Kebon Sirih is a legendary street cuisine in Indonesia that has been highly rated on the YouTube channel. It is located at Kebon Sirih Street that was created in 1958 by Haji Nein and is now maintained by the third generation. This restaurant serves a variety of meals, including Chicken Fried Rice, Meatball Sausage Fried Rice, Lamb Fried Noodles, Lamb Soup, Lamb Sate, and Goat Fried Rice, which is a customer favourite. What distinguishes this lamb fried rice from other types of fried rice is that it has a flavor and perfume similar to traditional Arabic *kebuli* rice.

The advancement of internet technology has altered the way customers evaluate purchasing decisions in numerous aspects of their lives. According to Suryani (2013), changes in how people receive information, the desire to make appropriate decisions without consideration for space and time, and the drive to actualize oneself in the digital environment, all have direct or indirect effects on consumer behavior while purchasing and consuming items (Adelia & Oktavianti, 2019).

Based on the aforementioned phenomena and background, it is essential to investigate the impact of food review content on YouTube in local culinary consumption. This study will give an overview of how YouTube influences local cuisine purchase decisions. This study can provide set of recommendations for the development of culinary tourism in Indonesia, particularly the growth of street food, which is the major attraction of Indonesian cuisine.

Consumer reviews, which were previously conducted by word of mouth and traditional media, have transformed to online customer reviews on various digital platforms as information technology has evolved. Consumers can easily find the items and services they use on digital channels. User-generated content reviews are referred to as online consumer reviews (Almana & Mirza, 2013). Meanwhile, a food review is a reaction provided by someone after directly tasting the food and then describing the shape, taste, aroma, location, and price of the food. The richness of information and the trustworthiness of food reviews can serve as a benchmark for other consumers who want to consider the benefits, drawbacks, and quality of the product to be purchased.

The food review is based on online consumer review metrics from Zhao et al (2015), which include:

1. Usefulness of Online Customer Review

The value of online customer reviews is the extent to which they will help consumers make purchasing decisions. The effectiveness of online customer reviews is a factor that customers consider when evaluating an online customer review. With the enormous amount of information from quality comments and opinions, customer decision making will be influenced.

2. Reviewer Expertise

One distinguishing element of internet consumer reviews is that they are written by anonymous people. Users can filter information by following market mavens who are experts in a specific field. A person with great expertise is one who is well-versed in the product or service. In both the physical and digital worlds, someone who posts information-related writing on the internet will invite other people to discuss it because that person has previously experienced it and is regarded an expert or experienced. Consumers can discover market experts and follow them in their purchasing decisions.

3. Timeliness of Online Customer Review

When searching for information, customers are presented with a significant amount of relevant information associated with a specific period of time. Consumers pay greater attention to the most recent review, therefore timeliness refers to whether a message is current.

4. Volume of Online Customer Review

The quantity of comments or testimonies from a reviewer regarding a given product or service is referred to as the volume of reviews.

5. Valence of Online Customer Review

The value of a message supplied in an online customer review can be separated into two categories: good remarks (benefit gain) and negative comments (benefit loss). Positive review comments are a reaction to customer satisfaction, which can benefit several parties and considerably enhance product sales. Meanwhile, negative review comments might be detrimental to sales.

6. Comprehensiveness of Online Customer Review

The term "comprehensiveness" in online customer reviews refers to how accurate a review is. This is, of course, a critical issue for consumers when approached with an uncertain situation in the digital environment due to the vast amount of information available.

A purchasing decision is a decision-making process that occurs before consumers purchase a product or service, beginning with identifying the problem, then evaluating it and deciding which product or service to purchase. Kotler & Armstrong (2018) discovered that the purchase decision is to buy the most preferred brand from a variety of alternatives; nevertheless, there are two supporting factors that can be found between purchase intention and purchase decision (Riadi, 2020). Meanwhile, purchasing decisions, according to Alma (2011), are consumer decisions that are influenced by economics, politics, culture, prices, locations, promotions, physical evidence, people, and process, thus forming an attitude toward consumers to process all information and draw conclusions in the form of the response that appears is what product to buy (Riadi, 2020).

According to Kotler, several factors influence purchasing decisions, including cultural, social, personal, and psychological factors. According to Kotler, the purchasing decision indicators are based on the five stages of the purchasing decision, which are as follows:

1. Identifying a Need

The purchasing process begins when the buyer identifies a problem or a need that piques the consumer's interest in purchasing a product or service.

2. Information Search

After analyzing the problems, consumers will begin looking for more information about goods or services that are required.

3. Evaluation of Alternatives

The evaluation stage is where the consumer uses the information obtained to evaluate or compare it with a group of options in order to find the best choice.

4. Purchase Decision

In this stage, the consumer makes a purchase after gathering information and deciding on which product or service to purchase.

5. After-Purchase Behavior

Consumers will act based on their satisfaction or dissatisfaction with what they have purchased and used personally. The next step is to repurchase it and recommend it to others.

Street food sold on the side of the road, is also considered part of the local culinary culture that draws visitors to destinations. Street-vended foods or food stalls are defined by the World

Health Organization (1996) as foods and beverages prepared and marketed by vendors on the streets or public areas for immediate or later consumption without further processing or preparation. According to Kowalczyk (2014), street food demonstrates culinary wealth in a variety of ways and appeals to the five senses. Street food conveys messages about a region's cultural heritage, identity, history, and traditions (Ozturk & Iriguler, 2017).

In Indonesia, street food is defined as food offered on the street. According to Hariyanto (2017), local culinary includes food and drink, including snacks. Local cuisine generally uses traditional ingredients that have been around for a long time and are specifically available in certain areas. Local culinary is typically prepared using recipes known to the local community and ingredients obtained from local sources that have a taste that is relatively similar to the preferences of the local community. Based on this description, street food in this study is referred to as local street food.

Multiple studies have been undertaken to examine the impact of online reviews on consumer purchasing choices. According to a study conducted by Wachyuni & Priyambodo (2020), celebrity endorsements have a significant impact on consumers' purchase choices at local culinary establishments. Additional studies conducted by Kusumaningrum & Wachyuni (2019) revealed that food bloggers have a significant impact on the selection of healthy food. Similarly, research conducted by Wachyuni, Wiweka, and Softia (2021) demonstrated that food bloggers also influence brand perception and purchasing choices at coffee shops. Nevertheless, there has been a lack of research investigating the impact of online evaluations on the choices made when purchasing street food. Consequently, the hypothesis of the study is derived from the content of the literature review in the following manner, (1) H0: Food content review on YouTube has a positive effect on purchasing decisions for fried rice in Kebon Sirih Jakarta. (2) H1: Food content review on YouTube has no positive effect on purchasing decisions for fried rice in Kebon Sirih Jakarta.

Methodology

A quantitative approach was employed in this study. The participants in this study are tourists on culinary visits in Jakarta. The sample is a tourist on a culinary trip who purchases lamb fried rice in the Jakarta Kebon Sirih. The non-probability sampling technique was applied to this study, namely purposive sampling or sampling based on special characteristics that are in accordance with the needs for research purposes with characteristics of at least 17 years old and have purchased lamb fried rice in the Jakarta Kebon Sirih. The current stage of this investigation is gathering data from June to July 2022. Data was collected by distributing questionnaires with a Likert scale ranging from 1 to 5 (strongly disagree-strongly agree). There could be up to 100 target respondents. According to Roscoe in Sekaran (2006), quantitative data analysis is recommended if the number of samples is between 30-500 respondents. The acquired data undergoes statistical analysis utilizing techniques such as descriptive statistics, linear regression test, t-test, and coefficient of determination. Subsequently, the data is analyzed and inferences are made.

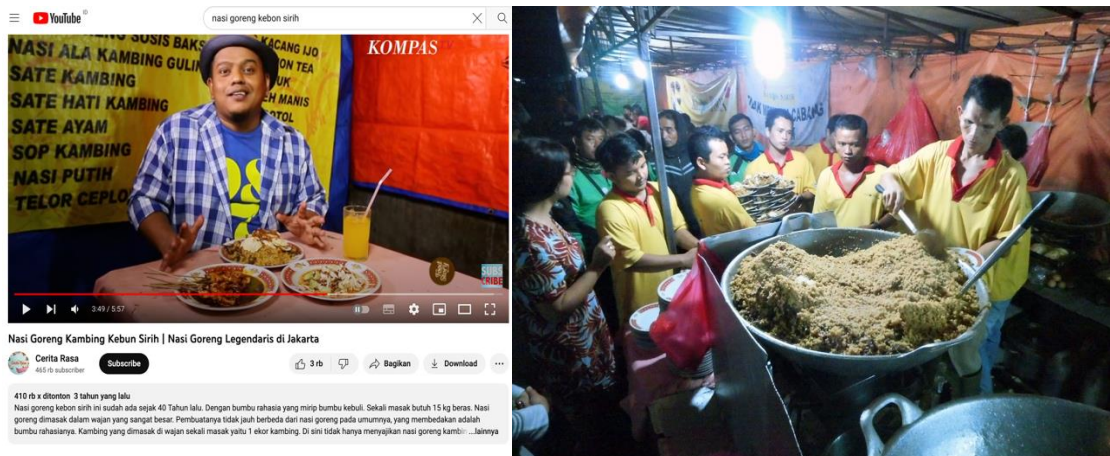
Results and Discussion

Before analyzing the study's results, the validity and reliability tests were performed, and all of the statements used in this study were declared valid because the $r_{count} > r_{table}$ value was 0.1966. The reliability of the food review variable and the purchase decision variable both had Cronbach's Alpha values greater than 0.60, namely 0.980 for the food review variable and 0.965 for the purchase decision variable.

Results

Haji Nein founded Nasi Goreng Kambing Kebon Sirih as a street food restaurant on Jalan Sabang in Central Jakarta in 1958. However, after a series of evictions in 1991, the restaurant relocated to Jalan Kebon Sirih in Central Jakarta, where it is still managed by the third generation. This restaurant serves a variety of foods, including Chicken Fried Rice, Meatball Sausage Fried Rice, Lamb Fried Noodles, Lamb Soup, Goat Sate, and Lamb Fried Rice, which is excellent for customers. What distinguishes this lamb fried rice from other types of fried rice is that it has a

flavor and aroma similar to traditional Arabic *kebuli* rice. Furthermore, his trademark is the preparation of fried rice, which has become a hereditary tradition, using a large frying pan for large quantities and stirring with a little attraction until the rice is highly conical. Even though this restaurant has a simple concept and is located on the side of the road, it has been open since its inception and is never empty of customers, as evidenced by the long lines of customers who want to taste this culinary delight. This restaurant has since expanded to several locations in Jakarta and South Tangerang. The more legitimate this cuisine becomes, the more public figures and even political figures want to visit this restaurant and try it for themselves. Below in Figure 1 are several pictures of food vlogger reviews and Nasi Goreng Kebon Sirih Stall.



(Source: Primary Data, 2023)

Figure 1. Nasi Goreng Kebon Sirih Stall and Food Review

Demographics of Respondents

According to the survey results, 62% of the respondents in this study were women between the ages of 17 and 26. The majority of respondents are students, with private sector employees coming in second. The survey found that the majority of tourists prefer to consume Nasi goreng Kambing Kebon Sirih alone, followed by consuming it with family and relatives. The majority of respondents bought fried rice Kebon Sirih less than 2 times as much as 56%, and then 3-5 times as much as 38%. The majority of the most recent purchases were made 1-6 months ago, with as many as 53% and 39% made within the last month. Table 1 summarizes the demographics of the respondents.

Table 1. Demographics of Respondents

Demography	Options	Frequency (%)
Gender	Woman	62
	Man	38
Age	17-26 y/o	67
	27-33 y/o	11
	34-39 y/o	13
	40-46 y/o	6
	>46 y/o	3
Occupation	Students	50
	Entrepreneur	19
	Government	10
	Private Employee	21
Dining Companion	Alone	62

	Friend	2
	Family	32
	Relatives	4
Purchase frequency	<2 times	56
	3-5 times	38
	>5 times	6
Last purchase	<1 month	39
	1-6 months	53
	7-12 months	8

Source: Primary Data, 2023

Information sources and factors influencing the purchase of Nasi Goreng Kambing Kebon Sirih Jakarta

According to the survey results in Table 2, the most common source of information about Nasi Goreng Kambing Kebon Sirih was social media (47%), followed by recommendations from friends/relatives (38%), and finally 14% recommendations from family. It's interesting to note that only 1% of tourists use print media. This explains why print advertising is almost no longer used as a source of information by tourists. YouTube and Instagram are the most popular social media platforms, with 50% and 35%, respectively. Customers prefer social media because it provides instant access to relevant information.

Table 2. Sources of information and factors influencing the purchase of Nasi Goreng Kambing Kebon Sirih Jakarta

Parameter	Options	Frequency (%)
Information Source	Social Media	47
	Print media	1
	Friend/Relatives Recommendation	38
	Family Recommendation	14
Selected social media platforms	Blog	3
	Zomato	10
	YouTube	50
	Instagram	35
	Facebook	2
The reasons customers choose social media	Ease of access	47
	Information Completeness	18
	Reliable information	11
	Very interesting information	24
Factors influencing purchases	Reviews	57
	Price	6
	brand	17
	Product Variants	14
	Location	6

Source: Primary Data, 2023

Furthermore, the factors that influence the purchase of Nasi Goreng Kambing Kebon Sirih were examined in this study. A fascinating exploration is that reviews are the most influential factor in influencing purchasing decisions to attach with brands and product variants.

The Influence of YouTube Food Content Reviews on Nasi Goreng Kambing Kebon Sirih Jakarta Purchase Decisions

Correlation analysis, linear regression, and the t-test were employed to determine the impact of YouTube food reviews on purchasing decisions for local culinary delights. Table 3 displays the findings of the correlation analysis.

Table 3. Result of Correlations Analysis

		Food Review (X)	Purchase Decisions (Y)
Food Review (X)	Pearson Correlation	1	.924**
	Sig. (2-tailed)		.000
	N	100	100
Purchase Decisions (Y)	Pearson Correlation	.924**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to the results of the study, the effect of food reviews on purchasing decisions for Nasi Goreng Kambing Kebon Sirih Jakarta has a correlation coefficient of 0.924. This value indicates a strong correlation between the variable YouTube food content review and the purchase decision for Nasi Goreng Kambing Kebon Sirih Jakarta. A linear regression test was also performed in this study to test the hypothesis. Table 4 presents the findings of the linear regression analysis test.

Table 4. The results of the linear regression test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	9.159	1.944		.000
	Food review (X)	.696	.029	.924	.000

a. Dependent Variable: Purchase decision (Y)

In Table 4, the regression equation obtained from the linear regression test is $Y = 9.159 + 0.696X$. If the food review variable is assumed to be constant, then the value of the purchase decision is 9,159. The significance value is then displayed as $0.000 < 0.05$, indicating that H_0 is accepted and H_1 is rejected, indicating that there is a positive influence of YouTube food content reviews on the purchasing decision of Nasi Goreng Kambing Kebon Sirih Jakarta. A coefficient of determination test is performed to learn more about the variable contribution value, as shown in Table 5.

Table 5. Test results for the coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.924 ^a	.855	.853	5.204
a. Predictors: (Constant), Food Review (X)				

The value of r^2 is 0.855 based on the test results for the coefficient of determination in Table 5. That is, the food review variable on YouTube accounts for 85.5% of the purchase decision. Other independent variables outside of this study influence the remaining 14.5%.

Discussion

According to the research findings, female outnumber male in the characteristics of tourists who consume local street food, in this case Nasi Goreng Kambing Kebon Sirih. This finding is supported by research in the culinary industry, which is dominated by female tourists. Female tourists, according to Wachyuni et al (2021), are more interested in food or culinary tourism. Furthermore, in terms of age, the 17-26 year old generation known as Generation Z dominates tourists. Generation Z is digitally literate, and almost all of its activities are inextricably linked to the internet (Budiawan et al., 2021; Wachyuni et al., 2022; Wachyuni & Yusuf, 2021). At that age it was dominated by students and private employees. Unlikely, the majority of tourists purchase Nasi Goreng Kambing Kebon Sirih for themselves first, then for the family. This explains why tourists prefer to buy local street food alone or with family. Because street food has improvised facilities World Health Organization (1996), it is best enjoyed alone or with a small group.

In terms of frequency of purchase, the majority of respondents consumed Nasi Goreng Kambing Kebon Sirih less than twice, and the majority of them repurchased 3-5 times. Customer satisfaction is demonstrated by repurchase Kotler & Amstrong (2018). The majority of tourists complete the buy-back period within 1-6 months. Another intriguing finding is that social media dominates the sources of information used by tourists. The highlights include the fact that YouTube is the most popular social media platform for finding information about Nasi Goreng Kambing Kebon Sirih. According to Hootsuite (2022), YouTube is the world's second most popular social media platform.

Tourists prefer social media as a source of information because of its convenience of use and attractive information packaging. This is consistent with Taprial and Kanwar's explanation of social media characteristics. A food review is another interesting aspect of the factors that influence the purchase of local street food, in this case Nasi Goreng Kambing Kebon Sirih. This finding is supported by research by Kusumaningrum et al (2019), who discovered that information on social media had a significant influence on purchasing food and beverages.

The Influence of YouTube Food Content Reviews on Local Street Food Purchase Decisions at Nasi Goreng Kambing Kebon Sirih

The correlation coefficient test results show that food reviews on YouTube have a remarkably strong relationship with the purchase of Nasi Goreng Kambing Kebon Sirih Jakarta. The t test results also show that food reviews on YouTube have a positive influence on purchasing decisions for Nasi Goreng Kambing Kebon Sirih Jakarta. These findings are consistent with research conducted by Faza (2020) in the title Effects of YouTube Video Reviews on Consumer Purchase Interest, which states that YouTube Video Reviews have a significant effect on Purchase Intentions in this study.

Based on this research, Nasi Goreng Kambing Kebon Sirih Jakarta must pay attention to the most appropriate and effective steps in the promotion strategy through social media to improve the restaurant's image among the minds of tourists. The main objective is that when consumers see previous consumer reviews on YouTube that provide comprehensive, interesting information, they will be influenced to purchase by these reviews. This phenomenon occurs because it is hoped that if tourists already recognize about the Nasi Goreng Kambing Kebon Sirih product, which they believe is interesting and different, it will influence potential tourists to make decisions. Because the contribution of food reviews on YouTube is quite high, 85.5%, local street food

vendors should be able to use it as a marketing strategy. Local street food has a higher contribution value than other products, according to Muhasari's research (2020), which shows a contribution value of 38.6% in cosmetic products.

Conclusion

This study offers useful theoretical and practical implications for policy formulation by stakeholders. The theoretical implication of this research is to provide an understanding that food reviews on YouTube have a significant contribution in the context of culinary products or culinary tourism. This is because the culinary experience is intangible and cannot be noticed prior to purchase. Meanwhile, the practical implication of these findings is that they can provide suggestions and input for Nasi Goreng Kambing Kebon Sirih management in particular, and for local street food in general. For example, management must maintain and increase interaction on social media platforms such as YouTube, create interesting content such as collaborating with several food vloggers, and prioritize digital marketing. Aside from that, it is also important to maintain quality in order for tourists to leave positive reviews on social media. To be able to expand research by adding other variables that do not appear in this study or examine other variables that influence purchasing decisions, so that information about the factors that influence purchasing decisions on Nasi Goreng Kambing Kebon Sirih Jakarta is more comprehensive.

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