

**PENGARUH KUALITAS INFORMASI KONTEN VIDEO DAN
TRANSPARANSI FOOD VLOGGER TERHADAP MINAT BELI MAKANAN
PADA GENERASI Z DI KOTA KENDARI**

***EFFECT OF VIDEO CONTENT INFORMATION QUALITY AND FOOD
VLOGGER TRANSPARENCY ON FOOD PURCHASE INTENTION AMONG
GENERATION Z IN KENDARI CITY***

Multazam¹, Muhammad Sofian Maksar², Inayah Abdillah Rabbani³

Department of Digital Business, Faculty of Islamic Economics and Business (FEBI),
Universitas Muhammadiyah Kendari^{1,2,3}

Multazam2299@gmail.com¹

ABSTRACT

This study analyzes the effect of video content information quality and food vlogger transparency on food purchase intention among Generation Z in Kendari City, both partially and simultaneously. A quantitative approach with a causal design was applied. Primary data were collected through an online five-point Likert questionnaire from 120 Generation Z respondents who live in Kendari, have watched food vlogger content, and actively use social media. The data were analyzed using multiple linear regression in SPSS. Information quality ($\beta = 0.508$) and transparency ($\beta = 0.228$) each have a positive and significant effect on purchase intention, and together they explain 44.7% of its variation (adjusted R^2). Information quality is the more dominant predictor. The purposive sample is limited to Generation Z in Kendari, the data are perceptual and cross-sectional, and the study measures purchase intention rather than actual purchase behavior. The findings offer input for culinary businesses, food vloggers, and digital marketers in designing video-based promotion strategies that are informative and transparent about paid collaborations. The study provides empirical evidence from a regional Indonesian city, testing both factors jointly, whereas earlier studies were conducted outside Indonesia and emphasized one factor per model.

Keywords: *information quality, content transparency, food vlogger, purchase intention, Generation Z*

ABSTRAK

Penelitian ini menganalisis pengaruh kualitas informasi konten video dan transparansi food vlogger terhadap minat beli makanan pada Generasi Z di Kota Kendari, baik secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal. Data primer dikumpulkan melalui kuesioner daring berskala Likert lima poin dari 120 responden Generasi Z yang berdomisili di Kendari, pernah menonton konten food vlogger, dan aktif menggunakan media sosial. Data dianalisis dengan regresi linear berganda menggunakan SPSS. Kualitas informasi ($\beta = 0,508$) dan transparansi ($\beta = 0,228$) masing-masing berpengaruh positif dan signifikan terhadap minat beli, dan secara bersama-sama menjelaskan 44,7% variasinya (adjusted R^2). Kualitas informasi merupakan prediktor yang paling dominan. Sampel purposif terbatas pada Generasi Z di Kendari, data bersifat persepsi dan cross-sectional, serta penelitian mengukur minat beli, bukan perilaku pembelian aktual. Temuan ini dapat menjadi masukan bagi pelaku usaha kuliner, food vlogger, dan pemasar digital dalam merancang strategi promosi berbasis video yang informatif dan transparan mengenai kerja sama berbayar. Penelitian ini memberikan bukti empiris dari kota daerah di Indonesia dengan menguji kedua faktor secara bersama-sama, sedangkan penelitian terdahulu dilakukan di luar Indonesia dan menekankan satu faktor per model.

Kata Kunci: *kualitas informasi, transparansi konten, food vlogger, minat beli, Generasi Z*

INTRODUCTION

Digital technology and the internet have changed how consumers obtain information and make purchase decisions, including in the culinary field. One form of content that is very popular among young consumers is video produced by *food vloggers* on

platforms such as YouTube, TikTok, and Instagram. Food vloggers do not merely showcase food or eating places; they also share opinions, personal experiences, and information that can influence viewers' perceptions and purchase decisions. According to We Are Social and Hootsuite [1], more than

60.4% of Indonesians actively use social media, with YouTube as the most widely used video platform.

In this context, Generation Z (born between 1997 and 2012) is the age group most active in and responsive to digital content, including food content. This group tends to trust content creators' recommendations more than conventional advertising because they are perceived as more authentic and closer to their everyday lives. However, this closeness does not automatically make Generation Z easy to influence. They are known to be critical of content that appears contrived or is covertly promotional, so the quality and openness of information become important considerations before they decide to buy.

Several earlier studies support this view. Nguyen et al. [2] found that the information value and entertainment value of food videos influence consumers' attitudes toward the video and the vlogger, which in turn positively affects purchase intention for the featured food. Bhagat et al. [3] emphasized the role of vlogger credibility and information quality in shaping consumers' attitudes and purchase intentions toward street food. Zhang et al. [4] showed in Taiwan that video content transparency, particularly content revealing food production processes, positively affects Generation Z's trust, brand identification, and purchase intention. These three studies affirm that information quality and transparency are important factors, but all were conducted outside Indonesia and none placed both factors in a single model to explain food purchase intention.

Kendari City, as the capital of Southeast Sulawesi Province, shows growing social media use and a growing culinary sector, ranging from cafés and

restaurants to home-based food businesses that rely on social media for promotion. Although the digital consumption patterns of Generation Z in Kendari are not very different from those in other large cities, empirical studies that specifically examine how the quality and transparency of food vlogger content affect this group's purchase intention remain very limited. Yet this understanding is important for local culinary businesses and digital marketers who wish to maximize promotion through social media.

This study aims to analyze the effect of video content information quality and food vlogger transparency on food purchase intention among Generation Z in Kendari City, both partially and simultaneously. The study uses a quantitative approach with questionnaire data from 120 respondents analyzed through multiple linear regression. The results show that both variables have a positive and significant effect, with information quality as the more dominant predictor. The study's contribution is theoretical, enriching empirical evidence on digital marketing and consumer behavior in the context of a city in eastern Indonesia, and practical, providing a reference for culinary businesses, food vloggers, and digital marketers in producing informative and honest content.

Based on the above, this study addresses three research questions: (1) how does the information quality of food vlogger video content affect food purchase intention among Generation Z in Kendari City, (2) how does food vlogger content transparency affect purchase intention in the same group, and (3) do both variables simultaneously affect purchase intention.

The benefits of this study cover three aspects. Theoretically, the results

enrich the study of digital marketing and consumer behavior, particularly in relation to the S-O-R theory, the *Theory of Planned Behavior*, and *Uses and Gratification* in social media marketing. Practically, the results can serve as a reference for culinary businesses, food vloggers, and digital marketers in designing effective and trustworthy content strategies. Socially, this study can improve Generation Z's digital literacy so that they are wiser and more critical in assessing food promotional content before buying.

Theoretical Foundation

This study rests on three complementary theoretical frameworks. First, the *Stimulus–Organism–Response* (S-O-R) model views video content as a stimulus processed by viewers (the organism), producing responses in the form of attitudes and behavioral intentions. Second, the *Theory of Planned Behavior* [5] explains that behavioral intention is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. Third, the *Elaboration Likelihood Model* [6] explains that persuasive messages are processed through two routes: a central route, in which recipients evaluate argument strength and completeness of information, and a peripheral route, in which recipients rely on cues such as source characteristics. Source credibility theory [7] complements this framework by asserting that the source's honesty, or *trustworthiness*, determines the extent to which a message is accepted. In this study, information quality is positioned as a central-route cue, whereas transparency is positioned as a peripheral-route cue that signals the authenticity of the message source.

Previous Studies

Three international studies form the main empirical basis of this study. Nguyen et al. [2] used a quantitative approach with PLS-SEM to examine the paths of food vlogger content influence on consumers. They found that the information value and entertainment value of videos significantly affect attitudes toward the video and the vlogger, which then affect purchase intention for the featured food, whereas interaction value did not significantly affect attitude toward the video. This finding supports the role of information quality as a primary driver of purchase intention.

Bhagat et al. [3], also using PLS-SEM, examined street food in the digital era. The study showed that food vlogger credibility and content information quality significantly affect attitudes and purchase intention, and that information quality also shapes perceived credibility. Zhang et al. [4] used *Structural Equation Modeling* to examine video platform content on food production processes in Taiwan. They found that production-process transparency positively affects Generation Z's trust, brand identification, and behavioral intention, with trust and community experience as contributing factors.

A synthesis of the three studies shows that information quality and transparency are both relevant to attitude and purchase intention. However, these studies were conducted outside Indonesia, emphasized only one factor in each model, and did not examine Generation Z in Kendari City. This study fills that gap by testing both factors in a single regression model in a local context.

Video Content Information Quality

Information quality refers to the extent to which information delivered

through a medium is judged by its recipients to be accurate, relevant, complete, and trustworthy. In the information systems success model, DeLone and McLean [8] included information quality as a key dimension that determines satisfaction and use. In digital media, information quality is crucial because consumers often rely on the content they watch to make decisions, including purchase decisions [9].

In the food vlogger context, Sokolova and Kefi [10] explain that information quality covers the extent to which content presents informative details, such as ingredients, cooking techniques, prices, locations, and the authenticity of the food reviewed. Quality information shapes positive perceptions of the content and its creator, which ultimately increases trust and purchase intention. Nguyen et al. [2] support this through their finding that information value significantly affects attitudes toward the video and the vlogger. This study measures information quality through four indicators: accuracy, completeness, clarity of delivery, and relevance of content.

Food Vlogger Content Transparency

Content transparency in digital marketing refers to the clarity and honesty of the information conveyed to the audience. Zhang et al. [4] explain that video content presenting information clearly, authentically, and without manipulation plays an important role in forming positive audience perceptions, particularly among Generation Z, who pay attention to content authenticity and the truthfulness of information, especially when videos show production processes and product recommendations. Videos that are not exaggerated, either visually

or narratively, are more readily accepted and increase the audience's tendency to trust the recommendations they contain.

Bhagat et al. [3] add that vlogger credibility, which includes honesty, is a determinant of consumers' attitudes and purchase intentions. Accordingly, transparency in this study is understood as honesty of content, openness of information, disclosure of sponsorships or commercial collaborations, and consistency between narration and visuals.

Food Purchase Intention

Purchase intention is defined as a consumer's tendency or desire to buy a product or service after being exposed to certain information or experiences [11]. Purchase intention is an early indicator that reflects the likelihood of actual purchase behavior. Based on the *Theory of Planned Behavior*, a positive attitude toward informative and transparent content can form purchase intention [5]. The studies by Nguyen et al. [2] and Bhagat et al. [3] show that attitudes toward both the content and the vlogger significantly drive food purchase intention. The purchase intention indicators in this study include the desire to try the food, the intention to buy in the near future, the desire to recommend it to others, and the intention to repurchase.

Hypothesis Development

The higher the accuracy, completeness, and relevance of information in a food vlogger's video, the greater viewers' confidence in the featured product. Nguyen et al. [2] and Bhagat et al. [3] both found a positive effect of information quality or value on attitude and purchase intention. On this basis, the first hypothesis is formulated. **H1.** Video content information quality has a positive and significant effect on

food purchase intention among Generation Z in Kendari City.

Consumers who perceive a vlogger as honest and open will more readily trust the vlogger's recommendations. Zhang et al. [4] found that content transparency, especially content showing food production processes, positively affects Generation Z's trust and purchase intention. The second hypothesis is therefore formulated.

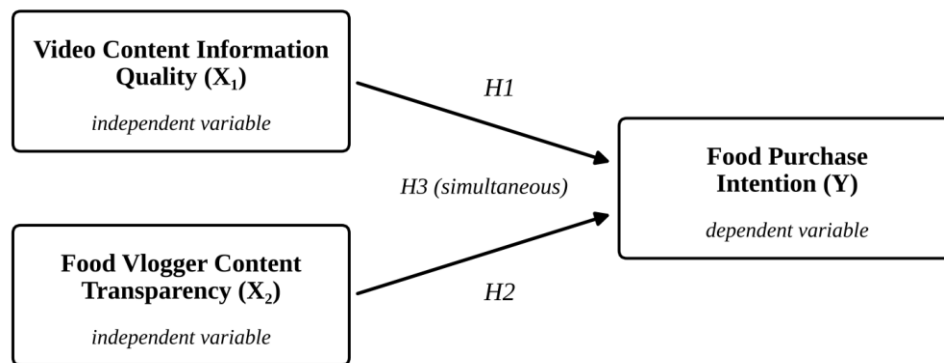
H2. Food vlogger content transparency has a positive and significant effect on food purchase intention among Generation Z in Kendari City.

The two factors complement each other. High-quality but non-transparent information may be perceived as manipulative, whereas transparency without adequate information makes content appear less credible. In line with the *Elaboration Likelihood Model*

framework, the combination of central and peripheral routes is expected to produce a stronger effect on purchase intention. The third hypothesis is therefore formulated.

H3. Video content information quality and food vlogger content transparency have a positive and significant simultaneous effect on food purchase intention among Generation Z in Kendari City.

The conceptual framework of this study positions video content information quality (X_1) and food vlogger content transparency (X_2) as independent variables and food purchase intention (Y) as the dependent variable. The relationships tested include the effect of X_1 on Y , the effect of X_2 on Y , and the joint effect of X_1 and X_2 on Y , as illustrated in Figure 1.



Note. Independent variables: information quality (X_1) and transparency (X_2); dependent variable: purchase intention (Y). Source: authors' conceptual framework.

Figure 1. Conceptual Framework of the Study

RESEARCH METHODS

Research Location

The study was conducted in Kendari City, the capital and seat of government of Southeast Sulawesi Province. The city was established as a municipality through Law Number 6 of 1995, is located on the southeastern peninsula of Sulawesi Island surrounding Kendari Bay, and covers an

area of approximately 271.8 km² with 11 sub-districts. Its population was recorded at approximately 355 to 366 thousand in 2024, the largest among the regencies/cities of Southeast Sulawesi, and most are of productive age (15–59 years), which includes Generation Z.

Kendari was chosen because it combines a large young population, a high level of digital technology

adoption, and rapid growth in the culinary sector, marked by the proliferation of cafés, restaurants, eateries, and home-based culinary businesses that use social media for promotion. This combination makes Kendari a representative context for studying the digital consumer behavior of Generation Z in urban areas of eastern Indonesia.

Research Design

This study uses a quantitative approach with a causal design to determine the effect of two independent variables, namely video content information quality (X_1) and food vlogger content transparency (X_2), on one dependent variable, namely food purchase intention (Y). The design is *ex post facto*: the researchers did not manipulate the variables but analyzed cause-and-effect relationships based on respondents' perceptions of content they had already watched. This design also supports the use of multiple linear regression to test both partial and simultaneous effects.

Population, Sample, and Data Collection

The study population comprises Generation Z individuals who live in Kendari City and have experience watching food vlogger content on social media such as YouTube, TikTok, or Instagram. The population size is not known precisely, so the Slovin formula could not be applied. The sample was determined using *purposive sampling*, a non-probability sampling technique based on the following criteria: (1) belonging to Generation Z, (2) residing in Kendari City, (3) having watched food vlogger content within the past month, and (4) actively using social media. Referring to Hair et al. [12] and Sugiyono [13], the minimum sample

size was set at five to ten times the number of indicators. With 12 indicators across three variables, the required sample ranged between 60 and 120 respondents. The researchers set a target of at least 100 respondents, and the data collected completely totaled 120 respondents.

Primary data were collected through an online questionnaire using Google Forms distributed via WhatsApp, Instagram, and Telegram. Secondary data were obtained from scientific journals, books, and previous research reports to strengthen the theoretical review. All statements were measured on a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree).

Variable Measurement

The indicators and statement items were developed with reference to Nguyen et al. [2], Bhagat et al. [3], Zhang et al. [4], and Ajzen [5]. Video content information quality (X_1) is defined as respondents' perception of how well food vlogger videos present accurate, complete, clear, and relevant information. This variable is measured through four indicators, namely information accuracy, information completeness, clarity of delivery, and relevance of content, expressed in 10 statement items.

Food vlogger content transparency (X_2) is defined as the vlogger's openness in conveying video content honestly, including showing the process, giving personal opinions, and mentioning sponsors or commercial collaborations. This variable is measured through four indicators, namely honesty of content, openness of information, disclosure of sponsorships or collaborations, and consistency between narration and visuals, expressed in 8 statement items.

Food purchase intention (Y) is defined as respondents' tendency to buy food recommended by a food vlogger after watching the content. This variable is measured through four indicators, namely the desire to try the food, the intention to buy in the near future, the desire to recommend it to others, and the intention to repurchase, expressed in 8 statement items based on the *behavioral intention* framework.

The research procedure was carried out sequentially. The researchers developed the instrument based on the indicators of each variable, distributed the online questionnaire to respondents who met the criteria, screened for complete responses, and then processed the data. Each respondent completed the questionnaire once, and only complete responses were included in the analysis, so there were no missing data in the final model.

Data Analysis Techniques

The data were analyzed using SPSS through multiple linear regression analysis with the equation:

$$Y = a + b_1X_1 + b_2X_2 + e \quad (1)$$

where Y is purchase intention, a is the constant, b_1 and b_2 are regression coefficients, X_1 is information quality, X_2 is transparency, and e is the error term. Hypothesis testing used the t-test for partial effects, the F-test for the simultaneous effect, and the coefficient of determination (R^2) to determine the contribution of the two independent variables to the variation in purchase intention, at a significance level of 0.05.

RESULTS AND DISCUSSIONS

Respondent Characteristics

There were 120 respondents who completed the questionnaire fully.

Respondent characteristics are described by age, gender, and occupation.

By age (Table 1), the 21–24 year group dominated with 58.3%, followed by the 25–28 year group (24.2%) and the 17–20 year group (17.5%). This composition depicts a young adult group that actively consumes digital content.

Table 1. Respondent Characteristics by Age

N o	Age	Numb er (perso ns)	Percentage (%)
1	17–20 years	21	17.5
2	21–24 years	70	58.3
3	25–28 years	29	24.2
Total		120	100.0

Note. Source: processed primary data.

By gender (Table 2), there were 61 female respondents (50.8%) and 59 male respondents (49.2%). This relatively balanced composition means the data are not dominated by either group.

Table 2. Respondent Characteristics by Gender

N o	Gender	Number (persons)	Percentage (%)
1	Male	59	49.2
2	Female	61	50.8
Total		120	100.0

Note. Source: processed primary data.

By occupation (Table 3), half of the respondents were university students (50.0%), followed by private-sector employees (25.8%), school students (7.5%), civil servants (5.0%), housewives (3.3%), and military/police personnel (1.7%). The remainder (6.7%) came from other occupations such as teachers and entrepreneurs.

Table 3. Respondent Characteristics by Occupation

No	Occupation	Number (persons)	Percentage (%)
1	University student	60	50.0
2	Private-sector employee	31	25.8
3	School student	9	7.5
4	Civil servant (ASN)	6	5.0
5	Housewife	4	3.3
6	Military/Police (TNI/Polri)	2	1.7
7	Others (teacher, entrepreneur, graduate, etc.)	8	6.7
Total		120	100.0

Note. Source: processed primary data.

Hypothesis Testing

Hypothesis testing was carried out using multiple linear regression analysis

at a significance level (α) of 0.05. The estimation results are presented in Table 4.

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.462	1.965	–	5.834	0.000
Information quality (X_1)	0.371	0.064	0.508	5.779	0.000
Transparency (X_2)	0.190	0.073	0.228	2.588	0.011
F value = 49.117				N = 120	
F sig = 0.000				$\alpha = 0.05$	
R = 0.676					
R Square = 0.456					
Adjusted R Square = 0.447					

Note. Dependent variable: food purchase intention (Y). Source: processed primary data.

H1 (t-test). The t value of information quality (X_1) is 5.779, which is greater than the t table value of 1.980, and its significance is 0.000, which is below 0.05. The coefficient is positive ($B = 0.371$), meaning that each one-unit increase in information quality raises purchase intention by 0.371 units, assuming transparency is held constant. Information quality therefore has a positive and significant partial effect on purchase intention, and H1 is accepted.

H2 (t-test). The t value of transparency (X_2) is 2.588, which is greater than the t table value of 1.980, and its significance is 0.011, which is below 0.05. The coefficient is positive ($B = 0.190$), meaning that each one-unit increase in transparency raises purchase intention by 0.190 units, assuming information quality is held constant. Transparency therefore has a positive and significant partial effect on purchase intention, and H2 is accepted. Comparing the

standardized coefficients, the Beta of information quality (0.508) is larger than that of transparency (0.228), indicating that information quality contributes more to purchase intention.

H3 (F-test). The F value is 49.117, which is greater than the F table value of 3.074, and its significance is 0.000, which is below 0.05. Information quality and transparency therefore have a positive and significant simultaneous effect on purchase intention, and H3 is accepted.

Correlation and determination (R, R Square, and Adjusted R Square).

The multiple correlation (R) of 0.676 indicates a fairly strong positive relationship between the two independent variables and purchase intention. The R Square of 0.456 means that 45.6% of the variation in purchase intention in the sample is explained by information quality and transparency. The Adjusted R Square of 0.447, a more conservative measure that accounts for the number of variables in the model, shows that the two variables explain 44.7% of the variation in purchase intention, while the remaining 55.3% is explained by other factors outside the model.

Interpretation of the Results

This section interprets the regression results in light of the theoretical framework and the earlier studies that underpin the hypotheses. The discussion proceeds in three steps: it first examines the partial effects of information quality (H1) and transparency (H2), then the simultaneous effect of both variables (H3), and finally the relative contribution of the two predictors and the implications that follow from the findings.

Effect of Information Quality on Purchase Intention (H1)

The results show that video content information quality has a positive and significant effect on food purchase intention among Generation Z in Kendari City. The more complete, clear, and accurate the information presented by food vloggers, the higher respondents' intention to buy. This finding is in line with the *Elaboration Likelihood Model*: when viewers have the motivation and ability to process a message, they evaluate its content through the central route, so argument strength and completeness of information become the main determinants of attitude and behavioral intention [6]. Videos that include details of taste, price, location, portion size, and cleanliness provide adequate material for cognitive evaluation before viewers decide to buy.

This result is consistent with Nguyen et al. [2], who found that the information value of food videos affects attitudes and ultimately purchase intention, and with Bhagat et al. [3], who affirmed the role of information quality in street food purchase intention. This study extends that evidence to the context of Generation Z in a city in eastern Indonesia.

The size of the coefficient shows that the effect is not only statistically significant but also substantively meaningful. With an unstandardized coefficient of 0.371 and a t value of 5.779, information quality is the strongest single predictor in the model, and its standardized coefficient of 0.508 indicates that it carries the largest weight when the two predictors are compared on the same scale. In practical terms, a food vlogger video that is perceived as more accurate, complete, clear, and relevant is associated with a noticeably higher intention to try, buy,

recommend, and repurchase the featured food. This pattern is consistent with the information systems success model, in which information quality is a key dimension that shapes satisfaction and use [8], and with the argument that consumers rely on the content they watch when making purchase decisions [9].

The composition of the respondents offers a further reason why this result is plausible. Most respondents were aged 21 to 24 (58.3%), and half were university students (50.0%), with private-sector employees forming the next largest group (25.8%). Young adults at this stage are accustomed to comparing options before spending money, and they tend to watch food videos with a practical purpose, such as deciding where to eat or what to try. Such viewers are likely to have both the motivation and the ability to process the details a vlogger provides, which is exactly the condition under which the central route of the *Elaboration Likelihood Model* operates [6]. In line with Sokolova and Kefi [10], who describe information quality in food vlogger content as the presentation of informative details such as ingredients, prices, locations, and the authenticity of the food reviewed, the four indicators used here (accuracy, completeness, clarity of delivery, and relevance) can be understood as the concrete cues viewers use to judge whether a recommendation is worth acting on.

The finding also fits the *Theory of Planned Behavior*. Informative content helps viewers form a favorable attitude toward the featured food, and a favorable attitude is a direct antecedent of behavioral intention [5]. Seen this way, information quality does not influence purchase intention directly in a mechanical sense; it first gives

viewers reasons to evaluate the food positively, and that evaluation is then reflected in their intention to buy. Because this study did not measure attitude as a separate construct, this mediating path remains an interpretation rather than a tested result, but it is in line with the attitude-based pathways reported by Nguyen et al. [2] and Bhagat et al. [3].

Effect of Transparency on Purchase Intention (H2)

Food vlogger transparency also has a positive and significant effect on purchase intention. Vloggers who are honest in their assessments, open about paid collaborations or endorsements, and portray products as they are, are perceived as more trustworthy, so their messages are more readily accepted. This is relevant to source credibility theory, which places honesty as a core component of credibility [7]. Within the *Elaboration Likelihood Model* framework, transparency functions as a peripheral cue that influences attitude without requiring deep elaboration of every argument. This fits Generation Z's habit of consuming content quickly while remaining wary of message authenticity.

This finding is in line with Zhang et al. [4], who showed that content transparency, particularly of food production processes, increases Generation Z's trust and purchase intention, and with Bhagat et al. [3] regarding vlogger credibility.

Although the effect of transparency is significant, it is more modest than that of information quality. The coefficient of 0.190 and the *t* value of 2.588 are clearly above the critical value of 1.980, yet the significance level of 0.011 is weaker than the 0.000 obtained for information quality. This indicates that transparency does

contribute to purchase intention, but that its influence is smaller and less certain than the influence of the informational substance of the video. A plausible explanation is that transparency works as a supporting cue: it does not give viewers anything concrete to evaluate, but it affects how much weight they place on the information they receive.

This interpretation is consistent with the role of credibility in influencer marketing. Sokolova and Kefi [10] relate the credibility of content creators to their followers' purchase intentions, and the honesty of the source is a core element of credibility in classical source credibility theory [7]. Among the indicators of transparency in this study, disclosure of sponsorships or commercial collaborations and consistency between narration and visuals are especially relevant for Generation Z. Viewers in this age group are accustomed to promotional content on social media and are able to recognize when a recommendation appears contrived. A vlogger who states openly that a video is a paid collaboration, and whose narration matches what is shown on screen, removes a possible reason for suspicion and makes the rest of the message easier to accept. This is in line with the evidence from Zhang et al. [4] that transparency, particularly regarding food production processes, strengthens Generation Z's trust and behavioral intention.

It is also worth noting that the effect of transparency in this study is estimated while information quality is held constant. The positive and significant coefficient therefore shows that transparency adds explanatory power beyond what information quality already provides. In other words, two videos that are equally informative are

not equally persuasive if one of them is perceived as more honest than the other.

Simultaneous Effect of Information Quality and Transparency (H3)

Simultaneously, information quality and transparency have a significant effect on purchase intention, explaining 44.7% of its variation. This finding is consistent with the *Elaboration Likelihood Model* framework, whereby attitudes and intentions can be formed through a combination of the central route (argument or information quality) and the peripheral route (source characteristics such as transparency) working together. The two aspects complement each other: information that is rich but dishonest may be judged manipulative, whereas honesty without sufficient information makes content less useful for decision making.

The coefficient of multiple correlation ($R = 0.676$) indicates a fairly strong relationship between the two predictors taken together and purchase intention, and the F value of 49.117, far above the critical value of 3.074, confirms that the model as a whole is statistically meaningful. The adjusted R square of 44.7% means that almost half of the variation in purchase intention among respondents can be traced to how they perceive the quality and the transparency of food vlogger content. For a model that contains only two perceptual predictors, this is a substantial share, and it suggests that these two characteristics deserve a central place in how food vlogger content is evaluated.

At the same time, 55.3% of the variation remains unexplained, which shows that purchase intention is shaped by many factors beyond those examined here. Consumers' decisions to buy food are likely to be affected by price, taste

preferences, brand image, the opinions of friends and family, and the ease of reaching the location, in addition to what they see in a video. Reference to the *Theory of Planned Behavior* is useful here, because intention is influenced not only by attitude but also by subjective norms and perceived behavioral control [5], neither of which was measured in this study. The unexplained portion should therefore not be read as a weakness of the two variables themselves, but as an indication that information quality and transparency are necessary rather than sufficient conditions for building purchase intention.

Relative Contribution of the Two Predictors

Comparing the standardized coefficients shows that information quality (Beta = 0.508) carries more than twice the weight of transparency (Beta = 0.228). Within the framework adopted in this study, this ordering is reasonable. Information quality is positioned as a central-route cue, which has a direct bearing on the decision a viewer has to make, whereas transparency is positioned as a peripheral-route cue that signals the honesty of the source. When viewers must decide whether a food is worth trying, the concrete details they can evaluate, such as taste, price, portion size, and location, are more decisive than a general impression of the vlogger's honesty. Transparency still matters, but mainly by shaping how credible the information appears.

This result also helps to explain why the two factors should not be treated as substitutes. A vlogger who is open about collaborations but provides little useful detail gives viewers little to base a decision on, whereas a vlogger who provides rich detail but is suspected of concealing commercial motives risks

having that detail discounted. The dominance of information quality in the model, together with the significant contribution of transparency, suggests that the most persuasive food content is content that is both informative and honest, with informativeness as the foundation and transparency as the factor that protects its credibility.

Implications of the Findings

From a theoretical perspective, the results provide empirical support for applying the *Elaboration Likelihood Model* and source credibility theory to culinary content on social media, and they show that the central and peripheral routes can be observed together in a single regression model for a regional Indonesian city. Whereas the earlier studies reviewed in this article were conducted outside Indonesia and emphasized one factor at a time, the present results show that both factors remain significant when entered together, with information quality as the more dominant predictor.

From a practical perspective, the findings offer guidance to several parties. Food vloggers can raise the persuasive value of their videos by routinely presenting concrete details about taste, price, portion size, location, and cleanliness, and by stating clearly when a video is the result of a paid collaboration. Culinary businesses in Kendari City that work with vloggers may use these two characteristics as criteria when choosing partners, since a vlogger who is both informative and transparent is more likely to generate purchase intention among young consumers. Digital marketers can likewise build brief guidelines for video-based promotion that require complete information and sponsorship disclosure. Finally, Generation Z viewers themselves can use the same

two characteristics as a simple checklist for judging whether a food recommendation deserves their trust, which supports the social benefit of this study in strengthening digital literacy.

CONCLUSION AND SUGGESTION

Conclusion

This study draws three conclusions. First, the information quality of food vlogger video content has a positive and significant effect on food purchase intention among Generation Z in Kendari City. Second, food vlogger transparency has a positive and significant effect on food purchase intention in the same group. Third, both variables simultaneously have a significant effect and explain 44.7% of the variation in purchase intention, with information quality as the more dominant predictor.

Theoretically, the results of this study support the application of the *Elaboration Likelihood Model* and source credibility theory to culinary content on social media: quality information works as a central-route cue, whereas transparency works as a peripheral cue that signals source honesty. The contribution of this study is to provide empirical evidence from a local context that food vlogger content is effective in forming purchase intention when its information is of high quality and its delivery is honest. Future research is advised to add variables such as vlogger credibility and attractiveness, price, brand image, and reference groups, and to broaden the sample coverage and locations so that the results can be generalized more widely.

Suggestion

Practically, food vloggers are advised to keep improving information quality by explaining taste, price,

portion size, and location in detail, and to be transparent about whether there is a paid collaboration so that audience trust is maintained. Culinary businesses in Kendari City are advised to consider collaborating with vloggers who consistently put forward both aspects, because the combination of the two has proven more effective than either alone. Generation Z consumers are advised to remain critical and compare several sources of information so that purchase decisions are not based solely on attractive visuals.

Limitations and Future Research

This study has several limitations. First, the sample was selected with *purposive sampling* and limited to Generation Z in Kendari City, so generalization to other regions or age groups should be made with caution. Second, the data come from an online questionnaire measuring respondents' perceptions at a single point in time, making them vulnerable to subjective assessment bias and unable to capture changes in intention over time. Third, the model contains only two independent variables with an Adjusted R^2 of 44.7%, so more than half of the variation in purchase intention remains unexplained. Fourth, the study measures purchase intention, not actual purchase behavior, so the relationship between intention and actual purchase cannot yet be concluded. Future research may use probability samples, longitudinal or experimental designs, additional variables, and actual purchase behavior.

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