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Article

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MARKETING | RESEARCH ARTICLE

The online marketing of Indonesian street food in Jakarta

Briliana Vita^{1*}, Tita Deitiana¹ and Wasisto Ruswidiono¹

Abstract: Vlogging has become one of the most common platforms in recent years for capturing and sharing personal thoughts, ideas and opinions related to events in daily life. Indonesia's stalls and street food are one of the major groups in food service, mainly providing meals for low to middle income consumers. Due to pandemic, sales at these merchants have reduced significantly. Many street food sellers have had to temporarily close their business which mostly was their only family income. By consulting a food vlogger, consumers feel it is easier to choose food products and the value of these foods is increased. Therefore, there is a critical need to study Indonesian consumers' purchasing behavior of Indonesian local street food influenced by vloggers. This study aims to review and analyses the purchasing behavior of Indonesian local street food consumers using the technology acceptance model (TAM), and to examine the effect of mobile app usefulness, authenticity, credibility, and Millennial attitudes towards online food vlogger reviews during the pandemic. The study used quantitative method to collect and analyses the data. Smart PLS 3.0 software has been utilized as a tool for analyzing the data. PLS facilitated the researchers' ability to initiate the synchronous calculation of intricate interrelationships in associating multiple numbers of constructs and indicators that possess direct, indirect, or mediating relationships. PLS measures correlations among latent variables by outlining the parameters for the equations in the path model and merging prime component analysis. The results of the study showed that there are positive findings of the use of mobile devices while seeking information from online food vlogger reviews. In conclusion, the effectiveness of using mobile devices such as smartphones is due to the YouTube platform, especially food vlogger content. It can be a recommendation to fulfill the desire to experience authentic experiences, with the interaction between the food vloggers and their

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PUBLIC INTEREST STATEMENT

Indonesia's stalls and street food are a significant segment of the foodservice industry, supplying meals primarily to low- to middle-income clients. Due to the pandemic, these merchants' sales have decreased dramatically. Numerous street food vendors have been forced to temporarily close their businesses, which were frequently their sole source of income. The purpose of this study was to examine and analyze the purchasing behavior of Indonesian local street food consumers using the mobile apps and if the customers are being affected food vlogger reviews, during the pandemic.

audience in the comment column. Credibility affects the consumers' values and attitudes towards the product being reviewed. The credibility characteristic of a source has long been believed to be able to influence a person's behavior to increase the trustworthiness and accuracy of a message or information to be conveyed to a consumer, especially for food and beverage services that have not been tried before.

Subjects: Advertising; Marketing Research; Sales; Consumer Behaviour; Marketing Management

Keywords: Authenticity; mobile app usefulness; credibility; attitude; food vlogger

1. Introduction

The combination of behaviors and uses of digital technology and devices are creating users reflexively when they switch to a device and act on their needs on a site or application. Generally, these actions are carried out to learn, do, find, lookout, or buy something. Because of a unanimous determination formed by the needs and preferences obtained from other users, consumer expectations will be higher, which is generally caused by company standards that seem to always be able to meet customer needs. In addition, smartphones are increasingly playing a role in influencing micro-moments. Easy access to a site encourages customers to act spontaneously. Therefore, the micro-moment is an aspect that must be taken advantage of by marketers engaged in mobile marketing.

According to an online news report by the Central Statistics Agency in 2020, there are 196.7 million internet users in Indonesia. This number increased by 27.8 million (15%) from 171.1 million users in 2018. The growth in the number of internet users was influenced by leaps in communication technology development and the onset of a pandemic that limited social mobility. These created a trend of automation and data exchange, especially for active internet users, who are mostly in the Millennial generation.

The consumption of food is related to public and individual health, the climate, social stability, the environment, and the economy (Reisch et al., 2013; Reynolds et al., 2015). Therefore, it has been a significant subject of many studies (Godfray et al., 2018; Mak et al., 2012; Notarnicola et al., 2017; Sarkodie & Strezov, 2019). Furthermore, food intake habits are changing through shifting generations (Bumbac et al., 2020). Particularly, Millennials began increasingly preferring technology-friendly goods and services (Shermon, 2017). Therefore, new marketing tactics are considering by the companies. For example, social media influencers and bloggers are increasingly becoming more relevant in influencing the buying intentions of particularly younger generations and becoming more regarded as marketing tools (Chopra et al., 2020; Gordon, 2017). Moreover, there is an increase in demand and the need to increase the global production of food consumption, to improve the environment, and to ensure public health (Notarnicola et al., 2017).

Street cuisines frequently represent traditional indigenous cultures and come in an infinite variety. There is a great deal of variation in both the raw materials and the preparation of street food beverages, snacks, and meals (Alfiero et al., 2017). Vendors' stalls are typically positioned outdoors or beneath an easily accessible area. They provide low-cost seating, and costs such as air conditioning systems are avoided (Gupta & Sajnani, 2019). Their success however is entirely dependent on their geographic position and word-of-mouth promotion. The street food vendors are often owned and run by low-income individuals or families; their commerce benefits the entire local economy. Vendors, source their fresh food locally, establishing direct connections between their businesses and small-scale farms and market gardens (Alfiero et al., 2017).

While big restaurants typically located indoors, make significant investments in seats, air conditioning, and bright décor (Sagi, 2021). Almost all, marketing techniques are based on advertising,

sponsorship, and special offers designed to foster brand loyalty. Typically, owners enter into a franchise agreement with a transnational corporation that also controls raw materials, the menu, and the method of preparation. Profits created by foreign-controlled fast food businesses frequently might flow out of the country (Sagi, 2021).

Street food micro-industries are critical to many municipalities' economic planning and development. The importance of street food vendors to developing country economies such as Indonesia has been grossly underestimated and overlooked (Bricas, 2019). The importance of the street food industry has frequently been overlooked due to its classification as an informal sector. However, this phenomenon has persisted for a longer period of time and may be less transitory than previously predicted. In Indonesia, urban regions, the informal sector appears to be increasing faster than the formal sector. Due to the rapid growth of urban populations and growing awareness of the restricted employment opportunities produced by large-scale enterprises, planners are beginning to recognize the informal sector's relevance (Alfiero et al., 2017).

In addition, the advent of the coronavirus pandemic in 2019 (Covid-19) had a major effect on the global food industry at various levels, including manufacturers, processors, and consumers (Galanakis, 2020). Notably, as the coronavirus pandemic has evolved the public's hygiene behavior and changed consumption habits (Esobi et al., 2020). In addition, it changes the views, habits, and attitudes of consumers towards food consumption which may contribute to a shift in the potential diets of consumers (Jeżewska-Zychowicz et al., 2020). As this infectious disease is new and its longevity is not understood, more data and knowledge need to be gathered to explore the effects of the coronavirus pandemic on evolving patterns of food consumption.

In response to the Covid-19 crisis, the Indonesian government has announced regulations executing Large Scale Social Distancing to alleviate the spread of the deadly virus (Olivia et al., 2020). Cities implementing Social Distancing program are Bandung, Jakarta, Surabaya, Makassar, and Bogor. The restraints comprise of provisional closing of schools, offices, limited access to public areas and closure of social, religious, and cultural locations. There are also transportation controls taking place (Olivia et al., 2020). As result, there is a significant decrease in tourist arrivals into the country (Caraka et al., 2020). Moreover, Indonesians themselves switched to prepare their meals at home. Consequently, restaurants are striving to survive at every level. Estimations suggest that a hundred thousand restaurant personnel have lost their jobs (Pradesha et al., 2020). Confronted with revenue decline, several eateries, cafes, and restaurants are shut down as they were not able to pay rentals, salaries, and utilities (Mayasari et al., 2020).

The uniqueness of Indonesian's street food contributes to its reputation as a food paradise among tourists domestic and overseas. Indonesia's stalls and street food are one of the major groups in food service, mainly providing meals for low to middle-income consumers (Gupta et al., 2018). Due to the pandemic, sales at these merchants have reduced significantly (Potia & Dahiya, 2020). Many street food sellers have had to temporarily close their business which mostly was their only family income. The majority of their customers are now shifted to self-made meals or dine-in areas. However, a few have been capable to use delivery or take away services (Potia & Dahiya, 2020).

Restaurants had to rely on a limited number of food selling strategies before COVID-19, which will, unfortunately, become obsolete in the post-COVID-19 conditions. This Covid-19 pandemic has altered the population's patterns as people are becoming increasingly concerned with their health (Zeb et al., 2021). In this situation or conditions their buying behavior changes. Consumers can no longer be able to walk to a particular shop or restaurant. They also might need information or reviews that can help them consider purchasing decisions (Elia et al., 2021).

They try to discover new strategies to improve their immune system, which will aid them in combating this deadly disease. This epidemic has shifted the mindset in general. This new

paradigm entails greater sensitivity and more innovative tactics to meet client demands and desires (Zeb et al., 2021). In a post-COVID-19 world characterized by social alienation, the restaurant business will have to remake itself entirely. The situation is even more serious and precarious for food street vendors. They may find this period more challenging as a result of the transparency involved in meal preparation. This is a difficult period for the entire sector, from upscale restaurants to the modest street seller with a stand on the corner of the street (Zeb et al., 2021).

On the other hand, despite the significant decline in dine-in and street food customers, Indonesia's biggest food delivery applications such as Grab food and Gojek, have experienced a significant increase in orders for their delivery services (Suryo, 2020). Consequently, to tackle the long-term consequences of the COVID-19 pandemic, and due to behavior changes during the lockdowns, it is crucial to consider safer purchase behaviors such as the online ordering of food products.

Vlogging has become one of the most common platforms in recent years for capturing and sharing personal thoughts, ideas and opinions related to events in daily life (Glucksman, 2017). After using goods and services, individuals often blog their comments and therefore customers seek advice before purchasing websites and social media. Consequently, before making a buying decision, blogging has become a critical consideration.

Indonesians actively use social media, and for sharing social media YouTube is the most accessed platform, namely 88 percent of total social media users in 2019 (Briliana et al., 2020). Information dissemination with various video content can be found on YouTube, one type of which is the video blog often called a vlog. The vlog video phenomenon has become a remarkable trend among Indonesians today. A vlog is journalistic video documentation on the web that contains depictions of life, thoughts, opinions, and interests. Vlog content varies greatly, one kind being the food vlog. As the name implies, food vlogs discuss anything related to food. The emergence of food vloggers has a special appeal for vlog lovers and food lovers. Food vloggers provide detailed information or explanations about the foods they have tried. The package this in video form and upload their information on YouTube. By consulting a food vlogger, consumers feel it is easier to choose food products and the value of these foods is increased. One convenient aspect is the existence of reviews from other parties, in this case, the food vlogs, whether positive or negative, including detailed food information, advantages and disadvantages as well as their impressions after trying the food. The advantage to a video uploader on YouTube is that they are paid at a rate depending on the number of viewers of each broadcast.

Several studies examined several variables influencing the blogs readers and vlog watchers' intentions (Salloum et al., 2018; Hughes, Lepkowska-White & Kortright, 2018; Sajjad & Zaman, 2020). Moreover, because of the significant decrease in attendance in public areas and movement control by the Indonesian government, consumers need reliable and useful information to better understand food products and subsequently support their purchasing decisions.

Recently, Briliana et al. (2020) found that current technological developments have created business opportunities in digital media and food vloggers are taking advantage of these opportunities to present interesting content. The YouTube platform allows Indonesian vloggers to showcase their culinary interests and activities in an interesting and informative way. The more viewers, the more money they receive. This has increased the number of food vloggers who are increasingly in demand. However, on online social media, there are many product reviews not all of which are trustworthy (Shi & Liao, 2017). So, this study includes source credibility theory to identify the factors that make a review credible. Furthermore, research conducted by Djafarova and Rushworth (2017) states that credibility derives from the sources of reviews, the reviewer's expertise and the trust developed by-products be reviewed honestly.

Through empirical observation, trust and usefulness of blogs have already been identified as important factors in online shopping behaviors (AlSaleh, 2017). From a marketing perspective,

blogging and vlogging have been viewed as new types of electronic word of mouth (ALNefaie et al., 2019). Information acceptance of eWOM more effectively influences online consumer buying behavior (Erkan & Evans, 2016). Comparing with conventional media and online communities, the contents of blogs are relatively more useful and trusted among consumers (Lepkowska-White & Kortright, 2018). Additionally, experiments have suggested that the reputation of the blogger also significantly influences customers' attitudes toward a seller or product (Jia Miin et al., 2020). Well reputed bloggers value their fiercely gained reputation and chose their recommendations or services carefully. It is recognized that bloggers' recognized believability eventually precedes to consumers' acceptance of products (AlSaleh, 2017). Consequently, blog readers decide their buying choices by interacting with bloggers, reading reviews, or conforming to a blogger's suggestion.

Therefore, there is a critical need to study changes in Indonesian consumers' attitudes and behaviors towards the Indonesian street food industry or possible ways to help this major industry to survive. While some researchers have studied factors that influence buying intentions toward food consumption, such as sustainable consumption, there are very few studies that addressed bloggers' recommendations as a formidable marketing strategy which affects consumers' intentions to buy Indonesian street foods.

The purpose of this study is to examine the correlations between authenticity, mobile app usefulness, credibility, attitude toward online food vlogger reviews, and Intention to use food vlogger reviews for purchase decisions. Several studies of the effects of vlogging on consumers have been conducted in online reviews (i.e., Arviansyah et al., 2018; Hill et al., 2017; Lee & Watkins, 2016). However, previous research has only focused on the driving factors that influence consumer behavior, such as mobile app usefulness, which identifies the use of social media when choosing tourist destinations (Jalilvand et al., 2012), and reviews of beauty vloggers (Liu et al., 2019). However, there is little empirical research that focuses solely on Indonesian street food (Briliana et al., 2020) and there is still very limited research that analyses the effect of Millennial attitudes to online food vlogger reviews, especially at this time of the COVID-19 pandemic. This study aims to review and analyze literature related to the understanding gap in the purchasing behavior of Indonesian local street food consumers using the technology acceptance model (TAM), and to examine the effect of mobile app usefulness, authenticity, credibility and Millennial attitudes towards online food vlogger reviews during the pandemic.

1.1. The technology acceptance model (TAM)

Developed by Davis (1989) the technology acceptance model (TAM) is a behavioral theory of the use of computer technology. It is based on Fishbein's Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), which uses a person's intentions to explain their behavior from a social psychology perspective. Two constructs determine intention: the individual's intention to act and the social norms or belief that certain people or groups will approve or disapprove of the behavior. Whereas TRA explains human behavior in general, TAM describes specifically what determines overall computer use; how users behave with various end-user computing (EUC) technologies and the characteristics of populations of users.

TAM is a model for predicting and explaining how technology users accept and use technology related to their work. The TAM model is derived from a psychological theory to explain the behavior of users of information technology, which refers to the relationship among a user's belief, attitude, intention, and behavior. This theory models a person's behavior as a function of behavioral goals.

2. Literature review

2.1. Intention to use food vlogger reviews for purchase decisions

The intention is an individual desire to perform certain behaviors which can be explained through the Theory of Planned Behavior (TPB) which is a development of the Theory of Reasoned Action (TRA). The intention reflects the individual's motivation to try to behave in a certain way (Ajzen,

2005). Interest can be indicated as to how strong a person's belief is to try or perform a certain action, and how much effort will be used to perform a behavior (Khazaei, 2020). The intention has a high correlation with behavior; therefore, it can be used to predict behavior. Purchase intention is a choice made by customers after analyzing several similar products (Khazaei, 2019). Customers will make product selections according to their behavior, the results of the analysis of the benefits of recommendations and habits (Briliana et al., 2020). Chieh Keng-Chieh et al. (2017) state that when viewers pay attention to advertisements displayed on the YouTube platform, they may be interested in buying products or services.

2.2. Authenticity

Authenticity is the result of conceptual understanding of culture and history related to ancient markers, origins, and heritage (Bryce et al., 2015). According to Pratt (2007), authenticity indicates shared meanings, namely being original and genuine. Ram et al. (2016) define authenticity and attachment to place in tourism, by focusing from a cognitive perspective on the visitor attractions sector and how authentic their experience is. Meanwhile, Richards and Wilson (2006) argue that authenticity is a quality attribute associated with special food and cuisine from a certain area, that results from the cultural processes of the place. Moreover, Luoma-aho et al. (2019) argued that the audiences' input on the vlog has a greater influence on the perception of the vlogger's authenticity than the negative or positive valence of the advertised content. In addition, authenticity is also related to the atmosphere, facilities, and capacity of the place to reflect the form of local street food services. According to Pine and Gilmore (2008), authenticity is considered in the tourism industry as an important asset for providers of services for tourists, who are looking for genuine experiences and are not satisfied with cheap and low-value offers.

The street food is historically, geographically or culturally connected to a group of people who perceive themselves or others as unique people with distinct cuisine (Luoma-aho et al., 2019). By expanding on this concept, a food stall that sells food that is geographically or ethnically associated with a culture other than that of the consumer. It is critical for street food to maintain an appearance and authenticity in order to remain appealing to their clients. Since authenticity described by a vlogger may influence customers' perceptions of street food The following hypothesis is generated:

H1. Authenticity impacts attitude toward online food vlogger reviews significantly.

2.3. Mobile app usefulness

Rauniar et al. (2014) defines mobile app usefulness as the extent to which users of social media believe that accessing a particular site helps meet the needs of individuals who have high expectations. The usefulness of the mobile application of online food aggregators influences the buying choice of a customer and consequently leads to a change of food purchasing behavior (Kapoor & Vij, 2018). Each social media application offers specific key services, and services and adds utilitarian value for its audience. Research from Rojas-Orsorio and Alvarez-Risco (2019) indicates that the use of mobile applications and other variables influences behavioral intention to use or to continue using certain technology systems. The results of an investigation by E. Y. Lee et al. (2017) showed that perceived ease of use, and perceived usefulness influence customers' attitude toward the usage of mobile apps when ordering foods online. In their research, Phuong and Vinh (2017) found that the ease of use of mobile applications affects the intention to use the technology. This means that the higher the level of confidence users have in an application, if the system improves their work performance, the higher their commitment will be to continue using it. According to the decision above the following hypothesis is generated:

H2. Mobile app usefulness impacts attitude toward online food vlogger reviews significantly.

2.4. Credibility

Credibility is a term that refers to an individual's assessment of the truthfulness of a piece of information. It is a multidimensional concept that enables the information receiver to evaluate the source or transmitter of the communication in connection to the information. This rating reflects the receiver's willingness to assign truth and substance to the information. Apart from knowledge and trustworthiness, the factor credibility has been contested in literature that improves intentions toward purchasing a product. Hsu and Tsou (2011) claim that credibility is a critical factor of consumer blog participation and has a beneficial effect on purchasing intentions. The credibility of a source has long been regarded to have the ability to affect a person's behavior in order to boost the trustworthiness and accuracy of a message or piece of information delivered to a consumer, particularly for new food and beverage services. Thus, the food vlogger's ability to explain authentic flavors, the excellence of food and beverages accessible in street food, and to do so through honest and objective evaluations aims to preserve the subscribers' trust and devotion.

Therefore:

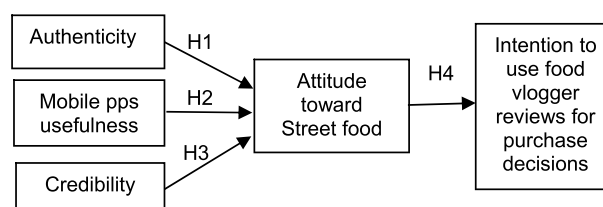
H3. Credibility impacts attitude toward online food vlogger reviews significantly.

2.5. Attitude toward online food vlogger reviews

Attitude describes individual feelings in general about approval or disapproval of a certain behavior, and intention describes a person's willingness to perform certain behaviors. Expectancy value theory defines attitude as the way a person holds strong beliefs and assesses behavioral outcomes. This is because attitudes causally link beliefs and behaviors in the relationship among belief, attitude, intention, and behavior, with the understanding of the TAM to explain how and predict whether users will accept information systems (Abbasi et al., 2020). Meanwhile, Cuauhtemoc and Ivonne M (2015) define attitudes towards advertising on social networks as the tendency to respond in favor of or negatively to advertising content on social networking platforms. This can take the form of banner and sponsored advertising, pages that display products, text messages, targeted polls, or incentives. In determining tourism destinations, previous travel experiences and attitudes towards visiting a destination are strong indicators of interest and choice that ultimately lead to a decision (Jalilvand et al., 2012). The study of Briliana et al. (2020) shows that Millennial attitudes are often influenced by food vlogger reviews. It is very important for them to have local street food recommendations to follow, as they are unfamiliar with the quality beforehand. Therefore:

H4. Attitude toward online food vlogger reviews impacts intention to use food vlogger reviews for purchase decisions significantly. The research model is illustrated in Figure 1.

Figure 1. Conceptual model.



3. Methods

The study used a quantitative method to collect and analyze the data. Data were collected from randomly distributed surveys in different parts of Jakarta, Indonesia. Smart PLS 3.0 software has been utilized as a tool for analyzing the data. Path analysis has been used to measure correlations among latent variables in the proposed model. The sample size of the study was 405. The respondents of the study were consumers of local Indonesian street food in Jakarta, Indonesia. The study was conducted in September–October 2020 through online surveys, which was appropriate considering the vlogging context. Screening questions ensured that the respondents who satisfied the criteria were: Millennials who use YouTube; consumers who regularly access food vlogger reviews of local Indonesian street food; subscribers to Nex Carlos, Boengkoes or Street Food Village in particular; food vloggers who often review traditional street food; and consumers who regularly buy local Indonesian street food, especially on the recommendations of a food vlogger and during the COVID-19 situation. A seven-point Likert scale formed the basis of the questionnaire that was used to collect data for each construct of the research model (Khazaei & Tareq, 2021). The measurement scale items used had been validated in previous studies by (Alhassan et al., 2019; Jalilvand et al., 2012; Keng-Chieh et al., 2017; Ram et al., 2016; Rojas-Osorio & Alvarez-Risco, 2019). Table 1 shows the measurement items of the study.

The study used Smart PLS 3.0 software as a tool for analyzing the data. PLS facilitated the researchers' ability to initiate the synchronous calculation of intricate interrelationships in associating multiple numbers of constructs and indicators that possess direct, indirect or mediating relationships. PLS measures correlations among latent variables by outlining the parameters for the equations in the path model and merging prime component analysis (Hair et al., 2017). The corresponding information below provides the outcomes of the outer model, convergent validity and composite reliability.

Hair et al. (2017) defined two methods for estimating SEM parameters: covariance-based estimation (the most widely used being LISREL) and variance-based estimation (the most popular being PLS). They characterized SEM as a second-generation methodology that should be used when the limitations of other commonly used methods (regression-based methods) have been reached, i.e., when there are several independent and dependent constructs.

While covariance-based techniques attempt to duplicate the empirical covariance matrix, Bentler and Huang (2014) note that PLS strives to maximize the variance explained by the dependent variables. Three components comprise the PLS model: structural elements, measurement elements, and weight connections (Bentler & Huang, 2014). While the structural component illustrates the relationships between hidden variables, the measurement component illustrates the relationship between hidden variables and their indicators (Bentler & Huang, 2014).

Through distinct ordinary least squares regressions, the approach calculates the partial regression relationships in the size and structural models. Hair et al. (2017) demonstrate how PLS-SEM produces substantial findings when the methodologies used are accurate, regardless of whether the data come from a standard or composite model population.

Additionally, PLS-SEM can be utilized with smaller samples, however the sample size must take into account the population's needs (Bentler & Huang, 2014). If all other variables remain constant, the greater the heterogeneity, the larger the sample size required to attain a level of sampling error that is tolerable (Bentler & Huang, 2014). Without adhering to the fundamental methodologies outlined by Hair et al. (2017), dubious results are generated. Researchers should conduct power studies to determine the hypothesis's model structure, expected significant value, and effect magnitude. Alternatively, Hair et al. (2017) demonstrated how to accurately determine the sample size required for various measurement and structural modeling methodologies.

Table 1. Measurement items of the study

		Loading	
Authenticity (A) —adapted from Ram et al. (2016)			
A1	While viewing the food vlogger review, I could relate to the history of local Indonesian street food.	0.636	
A2	During the visit I could relate to the history of local Indonesian street food.	0.670	
A3	The local Indonesian street food gave me a sense of my belonging to Indonesian culture.	0.653	
A5	I liked the way the local Indonesian street food was designed.	0.767	
A6	Since buying local Indonesian street food, I appreciate it very much.	0.778	
A7	During the visit I could relate to Indonesian cultural history.	0.771	
A8	During the visit I felt as if I had connected with Indonesian culture.	0.727	
Mobile app usefulness (M) —adapted from Rojas-Osorio and Alvarez-Risco (2019)			
M1	Using mobile apps helps me to complete my tasks more quickly.	0.821	
M2	Using mobile apps facilitates the completion of my tasks.	0.792	
M3	Overall, mobile apps are helpful.	0.634	
Credibility (C) —adapted from Keng-Chieh et al. (2017)			
C1	Online food vlogger reviews are credible.	0.785	
C2	Online food vlogger reviews are trustworthy.	0.768	
C3	Online food vlogger reviews are believable.	0.795	
Attitude toward online food vlogger reviews (AT) —adapted from Alhassan et al. (2019); Briliana et al. (2020)			

(Continued)

Table1. (Continued)			Loading
AT1	In making the decision to buy the food and beverages, food vlogger reviews are very helpful.		0.812
AT2	I am confident about buying food and drinks because of online food vlogger reviews.		0.803
AT3	Online food vlogger reviews are informative.		0.810
AT4	Online food vlogger reviews are a good way of discovering the positive aspects of food and beverages.		0.744
AT5	Online food vlogger reviews are a good way of discovering the negative aspects of food and beverages.		0.752
Intention to use food vlogger reviews for purchase decisions (IT) —adapted from Briliana et al. (2020)			
IT1	After viewing the food vlogger review, I became interested in making a purchase.		0.744
IT2	After viewing the food vlogger review, I am willing to purchase the food and beverages being advertised.		0.678
IT3	After viewing the food vlogger review, I would consider purchasing the advertised food and beverages.		0.792
IT4	After viewing the food vlogger review, I will probably purchase the food and beverages being advertised.		0.746
IT5	After viewing the food vlogger review, it is very likely that I will buy the food and beverages being advertised.		0.798

Thus, the researchers choose PLS-SEM to test a theoretical framework from a prediction standpoint when a complex structural model consists of multiple buildings, indicators, and/or model relationships and the research objective is to gain a better understanding of the increasing complexity of established theories through the examination of theoretical extensions (exploratory analysis for theory development).

4. Analysis and results

4.1. Respondents

Most of the respondents (55%) were 21 to 23 years old. Approximately 50.3% were working students, while 75% consumed street food in groups with friends. Most of them (51.32%) have been YouTube members for at least six years. They also routinely posted information about their experiences of Indonesian street food cuisine on social media.

4.2. Measurement and analysis

The consistency and validity of measures were investigated again in this study. The result of Composite Reliability (CR), Convergent Validity, Average Variance Extracted (AVE) and Discriminant Validity tests are shown in Table 2. As suggested by Hair et al. (2017), the Composite Reliability values are all more than 0.7, which indicates an acceptable consistency among the measurement items.

Table 2 also shows that the associations among different variables in the model are not more than 0.85 as suggested by Kline and Rex (2010). Moreover, the absolute association for each variable is less than the squared root of the average variances (AVEs). This demonstrates the acceptable discriminant validity among those constructs (Hair et al., 2010).

To detect common method bias (CMB) in PLS-SEM, a complete collinearity evaluation methodology is applied (Kock, 2017). Values for VIF should be less than 3.3 (Kock, 2017). This suggests that the model is immune to the technique bias associated with most models. If the value is greater than 3.3, the model is susceptible to CMB. While a tolerance level of 5.0 is recommended, the more stringent threshold of 3.3 is often used (Kock, 2017). As shown in Table 3, 4, the inner VIF values are less than 5, there is a high degree of collinearity between the indicators in the formative measurement model (Kock, 2017).

The adjusted R-squared score for IT (confidence interval bias corrected) enables an understanding of the amount of variance explained by employability and independent factors (Hair et al., 2014). The resulting model enhanced predictability and R² values. The (R-squared) coefficient of determination, also known as the coefficient of determination, is the proportion of variance (percentage) in the dependent variable that the independent variable can explain. Thus, as a rule of thumb for assessing the strength of a link based on its R-squared value (make all values positive by using the absolute value of the R-squared number). The R-squared value for IT is shown to have a moderate effect size, whereas R-squared value for AT is showed to have a significant impact size (Moore et al., 2013). Table 5 shows the test of f^2 .

The results of path analysis are illustrated in Table 6. The results show significant positive influence of Authenticity on Attitude ($\beta = 0.497$, $P < 0.05$), Mobile app Usefulness on Attitude ($\beta = 0.145$, $P < 0.05$), Credibility on Attitude ($\beta = 0.180$, $P < 0.05$) and Attitude on Intention to use food vlogger reviews for purchase decisions ($\beta = 0.069$, $P < 0.05$).

This indicates that attitude significantly mediated the relationship between Authenticity, Credibility, Mobile app Usefulness and Intention to use food vlogger reviews for purchase decisions. Figure 2 illustrates the structural model of the study.

Table 2. Reliability, convergence, and discriminant validity

	A	AT	C	IT	M	α	CR	AVE	R Square	R Square adjusted
A	0.717					0.841	0.880	0.514	—	—
AT	0.694	0.785				0.844	0.889	0.616	0.535	0.531
C	0.614	0.592	0.783			0.684	0.826	0.613	—	—
IT	0.601	0.609	0.748	0.753		0.808	0.867	0.567	0.370	0.369
M	0.592	0.571	0.728	0.683	0.753	0.620	0.796	0.568	—	—

Table 3. Inner VIF values

	AT	IT
A	1.730	
AT		1.000
C	2.394	
IT		
M	2.294	

Table 4. Test of R square

	R Square	R Square Adjusted
AT	0.535	0.531
IT	0.370	0.369

Table 5. Test of f square

	A	AT	C	IT
A		0.307		
AT				0.588
C		0.029		
IT				
M		0.022		

5. Discussion

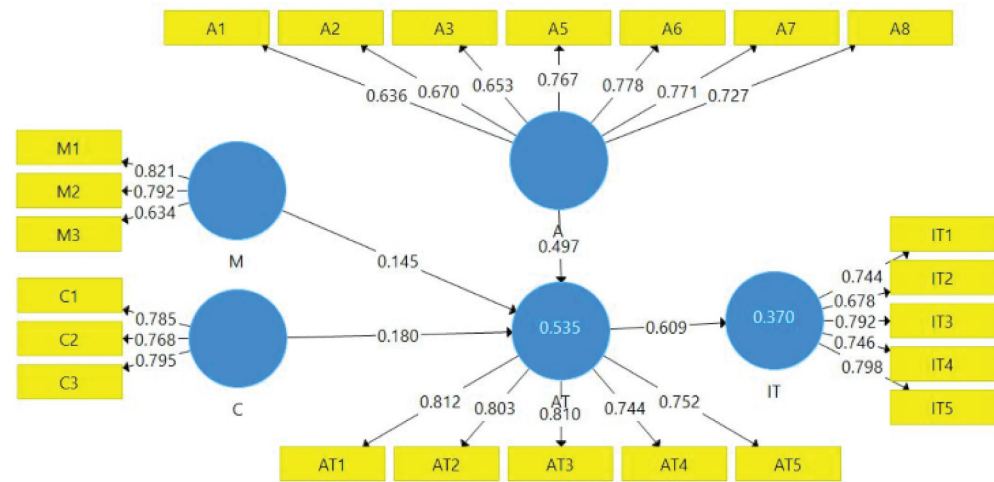
The high penetration of mobile devices into society is followed by a transformation in behavior that puts all important matters on mobile devices. Changes in behavior due to changes in media have meant that society can access various sources of information quickly. As a result of the accumulation of abundant information with limited diversity, attitudes towards something good or bad are quickly formed.

According to J. Lee et al. (2008) identified that the reviews made by consumers will have an impact on increasing information on reviews, especially online reviews have a broad reach because they can reach more people who have the same interests. In fact, according to the results of research from Petty et al. (1983) The more objective reviews are informed, the more effective the message is conveyed to others. As a result, the public does not prioritize information from the production authority but relies on peer-to-peer networks social media that have the same interests and needs, preferring the YouTube platform specifically for food vlogger content. Consistent with previous research, there are positive findings of the use of mobile devices while seeking information from online food vlogger reviews (Jalilvand et al., 2012; Keng-Chieh et al., 2017; Ram et al., 2016; Rojas-Osorio & Alvarez-Risco, 2019). The effectiveness of using mobile devices such as smartphones is due to the YouTube platform, especially food vlogger content. Consistent with the results of a study by Luoma-aho et al. (2019) this study recommends that to fulfill the desire to experience authentic experiences, with the interaction between the food vloggers and their audience in the comment column.

Table 6. Hypotheses testing results

	Path		Original Sample	Sample Mean	Standard Error	t-Statistics	Supported
H1	Authenticity	Attitude	0.497	0.499	0.062	8.013	Yes
H2	Mobile app Usefulness	Attitude	0.145	0.145	0.059	2.473	Yes
H3	Credibility	Attitude	0.180	0.181	0.065	2.786	Yes
H4	Attitude	Intention	0.609	0.610	0.041	14.756	Yes

Figure 2. Structural equation model.



Credibility affects the consumers' values and attitudes towards the product being reviewed. This is in line with another investigation by Hsu and Tsou (2011). They argue that credibility is a significant determinant that facilitates consumers' blog involvement and positively influences purchasing intentions. The credibility characteristic of a source has long been believed to be able to influence a person's behavior to increase the trustworthiness and accuracy of a message or information to be conveyed to a consumer, especially for food and beverage services that have not been tried before. Therefore, the skill of the food vlogger to describe authentic tastes, the superiority of food and beverages available in street food, through honest and objective evaluations aim at maintaining the trust and loyalty of the subscribers. This might be because COVID-19 has fundamentally altered the food industry regulations. This new paradigm entails greater sensitivity and more innovative tactics to meet client demands and desires. The situation is even more serious and precarious for food street vendors. They may find this period more challenging as a result of the transparency involved in meal preparation. This is a difficult period for the entire sector, from upscale restaurants to the modest street seller with a stand on the corner of the street.

However, the impact of too much available information makes people prefer information that is packaged in the form of entertainment, narrative, fantasy, or drama, but when packaging commercial information as entertainment, logic and facts must still be considered. The combination of changing population demographics, intensive use of micro-electronics, and deteriorating environmental conditions, encourage new consumer behavior such as always being connected to the internet. Online consumers increasingly base their transactions online so that conventional market segmentation is no longer relevant. So, it is time for street hawkers to start relying on social media for promotion. This is because when consumers are constantly connected and chatting, decisions are often based on recommendations from other consumers online. As the ease with which consumers can obtain information improves, they engage in more long-term thinking and more direct decision-making by considering the long-term implications of their choices. The challenge for these small businesses is that it is easier for consumers to move from one brand or service to another because they can easily compare prices and benefits digitally. Moreover, during the pandemic, consumers have been increasingly associating their purchasing decisions with the health aspects. In addition, consumers are increasingly considering environmental aspects in their purchasing decisions and using cashless payment systems as recommended by the government in relation to the procedures to reduce cash transactions during the Covid-19 crisis. Nowadays, it is common for people to use their mobile devices for shopping, transportation, finance, health, creativity, security, documentation, seeking information and meet related needs.

Kapoor and Vij (2018) also argued that the usefulness of mobile applications influences and even alters food purchasing behavior.

6. Conclusion

Indonesia's stalls and street food are a significant segment of the foodservice industry, supplying meals primarily to low- to middle-income clients. Due to the pandemic, these merchants' sales have decreased dramatically. Numerous street food vendors have been forced to temporarily close their businesses, which were frequently their sole source of income. The purpose of this study was to examine and analyze the purchasing behavior of Indonesian local street food consumers using the technology acceptance model (TAM), as well as the effect of mobile app usefulness, authenticity, and credibility, as well as Millennial attitudes toward online food vlogger reviews, during the pandemic. The study collected and analyzed data quantitatively. Smart PLS 3.0 software was used to analyze the data. Correlations between latent variables are determined. The study's findings indicated that there are some favorable findings of the utilization of mobile devices to gather information from online food vlogger evaluations. The effectiveness of mobile devices such as smartphones is owed to the YouTube platform, particularly food vlogger material. It might be a recommendation to satisfy the craving for authentic experiences, complete with the interaction between food vloggers and their audience via the comment section. Credibility has an effect on the consumers' values and attitudes regarding the rated goods. The credibility of a source has long been regarded to have the ability to affect a person's behavior to boost the trustworthiness and accuracy of a message or piece of information delivered to a consumer, particularly for new food and beverage services. This study contributed to the field of consumer behavior in the street food context. By the time the study was conducted, it was a gap in linking vlogger's reviews to the purchasing intention of Indonesian street food, specifically during the Covid-19 pandemic. Future research needs to examine other variables that may affect attitudes and purchase decisions about street food such as subjective norms, halal food, etc. The sample also needs to be expanded. Additional research should be conducted to examine additional variables that could influence attitudes and purchasing decisions concerning street food, such as subjective norms, halal food, and so on. Additionally, the sample size should be increased.

7. Implications for theory and practice

This research has practical implications such as identifying new phenomena in exchanging information, experiences and ideas among young people. They actively have an interest in street food, share opinions, or information with online users. Consequently, small businesses should maximize their presence as an intermediary for communication about the food and beverage products they offer and the experience of enjoying traditional street

The outcomes of this study have some important implications for businesses that are looking for promoting their products, especially the foods industry. Mobile app usefulness, bloggers' authenticity and credibility have been found that significantly affecting vlog users' attitude and intention to purchase street foods in Indonesia. Therefore, bloggers' recommendations appear to be an encouraging marketing approach for growing sales. Marketers can urge authentic or well-known vloggers to suggest products such as street foods to their viewers. That will influence customers' attitudes and motivate them to buy. Moreover, the other user's recommendations also facilitate purchasing decisions. It is therefore recommended that vlogger's views about street foods, be discovered in mobile applications. Moreover, the respective marketing strategies seem to be different about vloggers' credibility. For a well-known and authentic vlogger, the influence on viewers' attitudes is higher. These outcomes suggest that street food sellers can provide trial foods for the vloggers who are able to encourage others to shop their food online through a trusted mobile application.

Accordingly, the results of this investigation will be useful for vloggers, sellers and investors to help the street food market to survive during the pandemic and due to behavior changes during the lockdowns, shoppers must consider safer purchase behaviors such as the online ordering of street food products.

8. Limitations and scope for further research

The recent study is a concerted attempt to show restaurants and food suppliers the way forward. The study's primary restriction was that it was conducted during Indonesia's lockdown time. During that point, access to the participants was extremely difficult. Now that the country is in partial lockdown, the same exercise might be repeated to ascertain the modifications made by restaurants in their operations in the new environment.

Implements a quantitative survey method; questionnaires were used to collect all data from respondents, and because of the covid-19 epidemic, all questionnaires were given virtually to all respondents. Additionally, future qualitative research might be conducted to go deeper into the new difficulties.

This research was conducted only with respondents who subscribe to Indonesian food vloggers located in Greater Jakarta, Indonesia. Future research needs to examine other variables that may affect attitudes and purchase decisions about street food such as subjective norms, halal food, etc. The sample also needs to be expanded.

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Authors' contributions

BV formulated the research questions and hypotheses. BV, TD and RWR helped to gather the data and completed data analyses. BV supervised all statistical analyses. All authors contributed to the interpretation of the findings. All authors read, critically evaluated, edited, and accepted the final manuscript.

Availability of data and materials

Data are saved under BV's responsibility, and available for further analyses. Data was collected from randomly distributed surveys in different parts of Jakarta, Indonesia. Smart PLS 3.0 software has been utilized as a tool for analyzing the data.

Ethical approval

The participants provided informed consent. The present study was further approved by the Ministry of Research, Technology and Higher Education of the Republic of Indonesia as a research grant.

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