

ANALYSIS OF FOOD VLOGGER CONTENT CREATIVITY ON CONSUMER BUYING INTEREST WITH VIRAL MARKETING AS A MEDIATION VARIABLE (SURVEY ON SUKABUMI CULINARY FOLLOWERS ON INSTAGRAM)

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Abstract

Information and communication technology has deeply ingrained in people's lives. It's as if people now live "dependently" and feel confused when they're far from technology, better known as social media. This study aims to analyze the impact of food vlogger content creativity on consumer purchasing interest, with viral marketing as a mediating variable. The research method used is a quantitative research method with an associative descriptive approach. The objects of this study are content creativity, viral marketing, and consumer purchasing interest. The population in this study were Sukabumi Culinary followers on Instagram. The sampling technique used was a probability sampling technique of simple random sampling, resulting in a sample of 225 respondents. The data collection technique used in this study was a questionnaire distribution using Google Forms. The data analysis technique used was Structural Equation Modeling (SEM) using partial least squares (PLS). The results showed that content creativity has a significant influence on consumer purchasing interest of 3,953. In addition, it was found that viral marketing plays a significant mediating variable in the relationship between content creativity and consumer purchasing interest of 10,661.

Keywords: Content Creativity, Consumer Purchase Interest, Viral Marketing

Abstrak

Teknologi informasi dan komunikasi sudah sangat memasuki pola kehidupan masyarakat. Seolah masyarakat sekarang hidup "bergantung" dan akan merasa kebingungan saat berada jauh dari teknologi atau yang lebih dikenal dengan istilah media sosial. Penelitian ini bertujuan untuk mengetahui Analisis Kreativitas Konten Food Vlogger Terhadap Minat Beli Konsumen dengan Viral Marketing sebagai Variabel Mediasi. Metode penelitian yang dilakukan adalah metode penelitian kuantitatif dengan pendekatan deskriptif asosiatif. Objek penelitian ini adalah kreativitas konten, viral marketing dan minat beli konsumen. Populasi dalam penelitian ini adalah followers sukabumi kuliner di instagram. Teknik pengambilan sampel yang digunakan adalah teknik probability sampling jenis simple random sampling sehingga ditetapkan sampel sebanyak 225 responden. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah penyebaran kuesioner dengan menggunakan google form. Teknik analisis data yang digunakan adalah Structural Equation Modeling (SEM) dengan menggunakan partial least square (PLS). Hasil penelitian menunjukkan bahwa kreativitas konten memiliki pengaruh signifikan terhadap minat beli konsumen sebesar 3.953. Selain itu, ditemukan bahwa viral marketing berperan sebagai variabel mediasi yang signifikan dalam hubungan antara kreativitas konten dan minat beli konsumen sebesar 10.661.

Kata Kunci: Kreativitas Konten, Minat Beli Konsumen, Viral Marketing



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INTRODUCTION

Information and communication technology has deeply infiltrated society's lifestyles. It's as if people now live "dependently" and feel lost when they're away from technology, or what's more commonly known as social media. This rapid technological development is actually progress and a form of innovation that is expected to simplify people's lives, particularly in how people interact and communicate with each other, including social media users.¹

In the increasingly evolving digital era, the role of information and communication technology has transformed consumer consumption patterns, particularly through the use of social media.² Today, social media is not only a platform for communication but also a valuable marketing tool for businesses.³ One of the most widely used social media platforms in Indonesia is Instagram, a photo and video sharing app. Instagram has become one of the most widely used social media platforms. The table below shows the growth in Instagram users in Indonesia from 2020 to 2024.

Table 1. List of Increasing Instagram Users in Indonesia

No	Year	Users
1	2024	120,000,000
2	2023	110,000,000
3	2022	99,000,000
4	2021	85,000,000
5	2020	73,000,000

(Source: <https://upgraded.id/data-jumlah-pengguna-instagram-di-indonesia>)

Instagram, currently one of the most popular social media platforms, has become a breeding ground for creative content, including that presented by food vloggers.⁴ Food vloggers play a crucial role in influencing consumer preferences through their food reviews and promotions. Social media has become a primary reference point for users before making a purchase.⁵ Creative content and the businesses that benefit from its presence influence many modern consumers. However, due to a

¹ V. Indiarma, "Inovasi Teknologi Informasi dan Komunikasi di Usaha Mikro Kecil Menengah Pedesaan," *TUTURLOGI: Journal of Southeast Asian Communication* 4, no. 3 (2023): 131–41, <https://doi.org/10.21776/ub.t>.

² W. Ardani, "Pengaruh Digital Marketing terhadap Perilaku Konsumen," *Jurnal Tadbir Peradaban* 2, no. 1 (2022): 40–47, <https://doi.org/10.55182/jtp.v2i1.102>.

³ A.F. Haya and H. Desyantama, "Pengaruh Viral Marketing terhadap Minat Beli Konsumen Richeese Factory," *Jurnal Manajemen dan Bisnis (JMB)* 3, no. 1 (2022).

⁴ S. Justiana and L. Yuliana, "Pengaruh Viral Marketing terhadap Minat Beli Produk Mother of Pearl," *Jurnal Bina Bangsa Ekonomika* 17, no. 1 (2024): 150–58.

⁵ R.A. Pratama et al., "The Role of Viral Marketing and Consumer Trust in Purchase Decisions," *COSTING: Journal of Economic, Business and Accounting* 5, no. 2 (2022): 1362–69.

lack of consumer desire to buy, many businesses struggle to sell their products.

Consumer purchasing interest is sometimes difficult to achieve and obtain, because consumers lack the desire to learn about a product, one of the causes is such as the content that consumers see is not attractive. The rise of online promotions on Instagram ultimately forces business actors to follow this trend so that their products can be known, recognized, and purchased by many people. One strategy that can be done to increase consumer purchasing interest is by increasing the attractiveness of advertising on Instagram. One way to increase the attractiveness of advertising on Instagram can be done through endorsements, where business actors or companies collaborate with creative content on Instagram to advertise their products. Usually, consumers will be more attracted to advertisements promoted by creative content. Promotion using Instagram celebrities or creative content can provide a stimulus to arouse someone's purchasing interest in a product.⁶

Viral Marketing is the best solution that business actors can do to market their products at the present time. Viral marketing is a mechanism that allows creative content to spread widely in a short time. In an era where information spreads rapidly through social media, viral marketing is a highly relevant strategy for optimizing content's impact. Viral food vlogger content can have a ripple effect, not only attracting individual purchase interest but also influencing the collective decisions of a larger audience.

Creativity is a key element in a food vlogger's success on social media. Innovative, informative, and engaging content has the potential to build greater audience engagement.⁷ In the context of food marketing, a food vlogger's creativity can create powerful appeal, making the promoted product more appealing and stimulating consumer purchasing interest.⁸ However, creativity alone isn't enough. The effectiveness of the content also depends heavily on how it resonates with the audience.

Sukabumikuliner, a food vlogger with a significant following on Instagram, has become a go-to source for people in Sukabumi and the surrounding area seeking food information. The account is known for its creative content, potentially attracting audience attention and driving purchasing interest.

⁶ H. Abaharis and S.S. Yusra, "Pengaruh Product, Price, Place, Promotion dan Selebgram terhadap Keputusan Berbelanja Online Produk Fashion di Aplikasi Shopee (Studi Kasus pada Pengguna Aplikasi Shopee di Kota Padang)," *Jurnal Economina* 1, no. 4 (2022): 751–67, <https://doi.org/10.55681/economina.v1i4.168>.

⁷ M.A. Ramaputra and S. Afifi, "Analisis Strategi Kreatif Konten Promosi Usaha Foodies melalui Media Sosial Instagram," *Jurnal Ilmiah Manajemen Informasi dan Komunikasi* 5, no. 2 (2021): 16–35, <https://doi.org/10.56873/jimik.v5i2.145>.

⁸ A. Sitohang and T.G. Saraswati, "Pengaruh Social Media Marketing terhadap Minat Beli Konsumen di Bukalapak," *Journal of Management* 5, no. 2 (2022): 258–64.

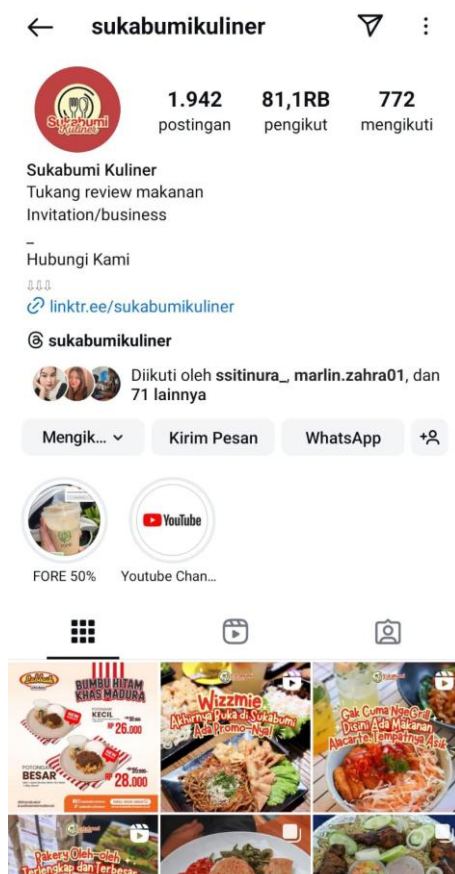


Figure 1. Instagram account sukabumikuliner

Source from Instagram sukabumikuliner

The sukabumikuliner account in 2024 already had 81.1K followers and a significant number of viewers for each of its content, but not as many as other food vlogger accounts. Its content is also informative enough to influence its followers. However, the large number of followers of sukabumikuliner as a food vlogger promoting MSME products in Sukabumi City is inversely proportional to the extent to which the creativity of the content influences consumer purchasing interest through viral marketing mechanisms, which remains an interesting question to research.

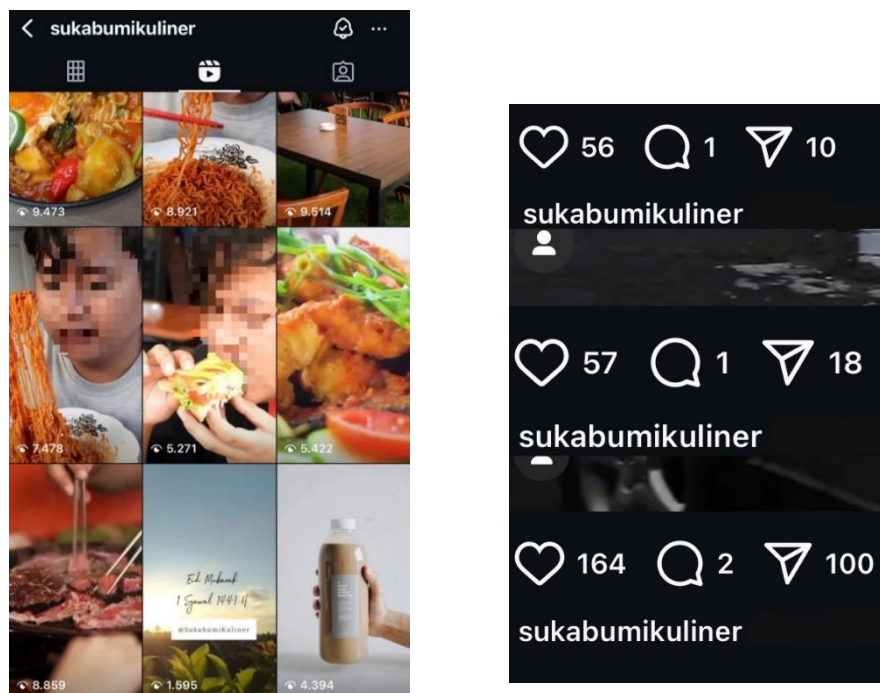


Figure 2. Number of views and likes on sukabumikuliner

Source from Instagram sukabumikuliner

The sukabumikuliner account aims to introduce a variety of Sukabumi culinary delights to the wider public. However, the number of views and likes it receives is still relatively low compared to other food vlogger accounts, which can result in a lack of exposure for the culinary delights it promotes and a low influence in driving consumer purchasing interest. Factors such as a lack of effective promotional strategies, low levels of audience interaction, and increasingly fierce competition in the digital culinary content industry may be the main causes. A lack of audience engagement in the form of comments, shares, and other active interactions can also hinder content reach, resulting in culinary recommendations not reaching potential customers. Therefore, more optimal efforts are needed to improve the quality and creativity of content, expand reach through appropriate digital marketing strategies, and build audience engagement so that the sukabumkuliner account is not only more widely known but also able to influence consumer purchasing interest in the culinary delights it promotes.

This research is supported by the results of the preview that has been done by distributing pre-questionnaires, it can be identified that the problem that occurs is that consumer buying interest from the creativity of sukabumikuliner content on Instagram is still low due to the lack of consumer desire to buy products promoted by the sukabumikuliner account, this is evidenced by the data from the results of the pre-questionnaires which show that the majority of consumers choose neutral or feel normal in terms of considering purchases and trying products promoted by sukabumikuliner on

Instagram. Therefore, culinary business actors make several efforts to increase consumer buying interest, one of which is by using an endorsement strategy on food vloggers on Instagram.

Consumers in Sukabumi tend to be influenced by creative content presented on Instagram, particularly on local community accounts like sukabumikuliner. These accounts serve as a primary source of recommendations for the latest culinary delights. However, problems arise when consumer purchasing decisions are based more on the attractiveness and creativity of the content than on the quality of the product itself. This poses significant challenges for local culinary businesses, who may have limited resources, both in creating engaging visual content and understanding their audience's preferences. Furthermore, despite the widespread use of viral marketing as a marketing strategy, there remains limited understanding of the extent to which this strategy can help bridge the gap between creative content and consumer purchasing decisions. Viral marketing is often seen as a powerful tool for expanding content reach, but not all creative content goes viral or impacts purchasing decisions. As a result, many local businesses in Sukabumi struggle to fully utilize the potential of social media.

This gap highlights the need for research to understand the relationship between food vlogger content creativity, viral marketing, and consumer purchasing intention. This research is expected to provide new insights for business owners in developing more effective marketing strategies, particularly within local culinary communities such as those within SukabumiKuliner, to leverage content creativity and the potential of viral marketing to increase market competitiveness. Previous studies have tended to focus more on the general influence of social media or influencer marketing as a whole. Furthermore, very little research has in-depth analyzed the role of content creativity in triggering viral phenomena and its impact on consumer purchasing intention.

Previous research has shown that creative content can increase consumer purchasing behavior. This is evident in a study by Egi Sokia Kiagun and Gita Widiyanto, which examined the influence of food vlogger content on the Farida Nurhan YouTube channel on culinary tourism purchase intention. This study found that food vlogger content significantly influenced culinary tourism purchase intention among viewers of the channel.⁹

Research by Andi Basrijaya examined the influence of @Boelgogi.id Instagram content on purchase intention. A survey of @Bowlgogi.id Instagram followers revealed a significant positive and valuable influence of this Instagram content on purchase intention.¹⁰

Research by Anglesti Sari Kondang Kaloka examined the influence of viral marketing on

⁹ E.S. Kiagun and G. Widiyanto, "Pengaruh Konten Food Vlogger Channel YouTube Farida Nurhan terhadap Minat Berwisata Kuliner," *Jurnal Ekonomi Kreatif dan Manajemen Bisnis Digital* 2, no. 2 (2023): 138–59, <https://doi.org/10.55047/jekombital.v2i2.573>.

¹⁰ A. Basrijaya, "Pengaruh Konten Instagram @Bowlgogi.id terhadap Minat Beli (Survei pada Pengikut Instagram @Bowlgogi.id)," 2022.

consumer purchasing interest through consumer trust in the Instagram account @makananjember. The results showed that there was a significant direct influence between viral marketing on consumer trust, viral marketing on consumer purchasing interest, and consumer trust on consumer purchasing interest in the Instagram account @makananjember.¹¹

RESEARCH METHODS

The research method used is quantitative research with an associative descriptive approach. The objects of this research are Content Creativity, Consumer Purchase Interest, and Viral Marketing.¹² The population in this study were Sukabumi culinary followers on Instagram. The sampling technique used was a probability sampling technique of simple random sampling, thus determining a sample of 225 respondents. The data collection technique used in this study was the distribution of questionnaires using Google Forms. The data analysis technique used was Structural Equation Modeling (SEM) using partial least squares (PLS).¹³

RESULTS AND DISCUSSION

Results

Respondent Description

The respondents involved in this study were Sukabumi culinary followers on Instagram. The research questionnaire was distributed online via social media in the form of a Google form to Sukabumi culinary followers on Instagram.

The results of a questionnaire distributed to Sukabumi culinary followers on Instagram show differences in the answers given by each respondent, as shown in the following table:

¹¹ A.S. Kondang Kaloka, *Effect of Viral Marketing against Customer Buying Interest through Customer Trust in Instagram* (Digital Repository Fakultas Ekonomi dan Bisnis Universitas Jember, 2016).

¹² M.S. Priadana and D. Sunarsi, *Metode Penelitian Kuantitatif* (Pascal Books, 2021).

¹³ Y. Purwanti and A.N. Chasanah, "Analisis Motivasi Pelajar Indonesia Melanjutkan Studi di Jepang dengan Structural Equation Modeling Partial Least Square," *Salus Cultura: Jurnal Pembangunan Manusia dan Kebudayaan* 2, no. 2 (2022): 114–23, <https://doi.org/10.55480/saluscultura.v2i2.44>.

Table 2. Respondent Characteristics

Characteristics	Amount	Percentage %
Gender		
Man	77	34.2%
Woman	148	65.7%
Age		
18 – 24 Years	113	50.2%
25 – 34 Years	90	40%
35 – 45 Years	22	9.7%
Are you a follower of sukabumikuliner on Instagram?		
Yes	225	100%
No	-	-

Source: Processed by Researchers, 2025

Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model using the reflective model can be done through convergent validity tests and composite reliability tests.¹⁴ The following are the results of the measurement model.

1. Validity and Reliability Test

a. *Convergent Validity*

Convergent validity is a test that shows the relationship between reflective and latent variables. An indicator is considered satisfactory if the loading factor value is > 0.5 . The loading factor value indicates each indicator or item based on the size of each variable. Indicators with high loading factors indicate that they measure a strong (dominant) variable.

Table 3. Loading Factor Value Results

Variables	Indicator	Loading Factor	Information
Latent Creativity	X1.Authenticity of video content	0.710	Valid
	X2. Originality of content ideas	0.732	Valid

¹⁴ A.M. Musyaffi et al., *Konsep Dasar Structural Equation Model–Partial Least Square (SEM–PLS) Menggunakan SmartPLS* (Pascal Books, 2022).

	X3. Originality of content visualization	0.767	Valid
	X4. The suitability of the content to the audience's interests	0.751	Valid
	X5. Contemporary contextual video content	0.769	Valid
	X6. Conformity with brand identity	0.809	Valid
	X7. Depth of idea development	0.743	Valid
	X8. Clarity of content narrative	0.772	Valid
	X9. Accuracy of supporting details (data, facts)	0.809	Valid
	X10. Content Ability to Evoke Feelings	0.799	Valid
	X11. Content Success Evokes Audience Reactions	0.737	Valid
	X12. Ease of language to understand	0.758	Valid
	X13. Attractive video visual quality	0.751	Valid
	X14. Layout style consistency	0.752	Valid
	X15. Balance between aesthetics and functionality	0.716	Valid
<i>Viral Marketing</i>	M1. Uniqueness of content	0.818	Valid
	M2. Clarity of content information	0.805	Valid
	M3. Creativity in content presentation	0.702	Valid
	M4. Availability for interaction (comments)	0.788	Valid
	M5. Ease of sharing value (share, repost, tag)	0.806	Valid
	M6. Community involvement (other creators)	0.807	Valid
	M7. Ease of understanding the content	0.845	Valid
	M8. Continuity to core content	0.799	Valid
	M9. Ease of remembering content	0.846	Valid

	M10. Ease of evoking a strong response	0.820	Valid
	M11. Message appropriateness to audience	0.799	Valid
	M12. Ability to drive audience action	0.775	Valid
	M13. Credibility towards influencers	0.873	Valid
	M14. Speed of spread rate	0.849	Valid
	M15. Ease of distribution through various channels	0.749	Valid
	M16. Conformity with the ongoing trend	0.782	Valid
	M17. Timeliness of content publication	0.758	Valid
	M18. Consistency with upload schedule	0.795	Valid
Consumer Purchase Interest	Y1. Desire to make a purchase	0.706	Valid
	Y2. Ease of finding information about purchases	0.716	Valid
	Y3. Availability to transact	0.717	Valid
	Y4. Desire to recommend	0.744	Valid
	Y5. Frequency of sharing information (through reviews)	0.764	Valid
	Y6. Desire to participate in testimony	0.718	Valid
	Y7. Tendency to choose certain brands	0.860	Valid
	Y8. Involvement in loyalty programs	0.866	Valid
	Y9. Desire to repurchase	0.870	Valid
	Y10. Desire to try new products	0.779	Valid
	Y11. Interest in special offers (discounts)	0.763	Valid
	Y12. Desire to seek information about alternative products	0.785	Valid

Source: Processed by researchers, 2025 (Using SmartPLS 3)

The table above shows that each indicator in this research questionnaire meets the convergent criteria. Furthermore, to test the convergent validity of a model, the average variance extracted (AVE) criterion is used. The following table shows the AVE values described in this study.

Table 4. AVE Analysis Results

Variabel	Average Variance Extracted (AVE)
Kreativitas Konten	0,576
<i>Viral Marketing</i>	0,643
Minat Beli Konsumen	0,602

Source: Processed by Researchers, 2025 (Using SmartPLS 3)

Based on the table above, all variables in this study meet the convergent validity criteria, as indicated by the AVE value for each > 0.5 . It can be concluded that the variables in this study meet the criteria.

b. Composite Reliability and Cronbach's Alpha

A construct is considered to have high reliability if the composite reliability value is > 0.70 . Construct reliability is measured through the latent variable coefficient, using internal consistency and Cronbach's alpha.

Table 5. Reliability Test Results

Variabel	Composite Reliability	Cronbach's Alpha	Keterangan
Kreativitas Konten	0,953	0,947	Reliabel
<i>Viral Marketing</i>	0,970	0,967	Reliabel
Minat Beli Konsumen	0,948	0,939	Reliabel

Source: Processed by Researchers, 2025 (Using Smart PLS 3)

Based on Table 4.4 above, all variable indicators have good reliability, as the combined reliability value for each variable is > 0.70 . The research data can be said to be reliable because it meets the composite reliability criteria.

Structural Model Evaluation (Inner Model)

After testing the outer model, the next step is to test the inner model. This test is conducted to determine the constructs, significance values, and r-square values of the research model. This

structural model evaluation, known as the inner model, shows how latent variables interact based on the research's substantive theory. This test covers several aspects, as follows:

1. *Coefficient of Determination (R²)*

Measuring the accuracy of model predictions by calculating the squared correlation between the actual and predicted values of the endogenous variables. An R-Square value between 0 and 1 indicates how much influence the independent variable has on the dependent variable. The R-Square assessment criteria are 0.75 (high), 0.5 (moderate), and 0.25 (low) (Hair et al., 2023).

Table 6. R-Square Table

Variabel	R-Square	Keterangan
<i>Viral Marketing</i>	0,637	Tinggi
Minat Beli Konsumen	0,823	Tinggi

Source: Processed by Researchers, 2025 (Using SmartPLS 3)

Based on the table above, the r-square value (coefficient of determination) of Viral Marketing (m) is 0.637, which means the perceived value of Content Creativity is in the high category. The r-square value for the Consumer Purchase Intention variable (y) is 0.823, which indicates that the perceived value of Content Creativity and Viral Marketing together can influence Consumer Purchase Intention in the high category.

2. *Effect Size (f-square)*

Shows the influence of exogenous variables on endogenous variables by observing changes in the R-Square value. The FSquare value categories are 0.02 (small), 0.15 (medium), and 0.35 (large) (Kock & Hadaya, 2018).

Table 7. Effect Size Results

Variabel	X	M	Y
Kreativitas Konten		1,754	0,124
<i>Viral Marketing</i>			1,001
Minat Beli Konsumen			

Source: Processed by Researchers, 2025 (Using SmartPLS 3)

In the table above, there are the results of the effect size calculation which shows that the influence of Content Creativity on Consumer Purchase Interest with a value of 0.124 can be included in the medium category, and the influence of Viral Marketing on Consumer Purchase Interest with a value of 1.001 can be categorized as large.

Influence Summary Matrix

To make it easier for researchers to analyze the influence between latent variables, the final values of all influences are collected in one matrix, the following is a summary of the influence between variables in this study.

Table 8. Influence Summary Matrix

	Sample (O)	Sampel Mean (M)	Standart (STDEV)	T Statistic (O/STDEV)	P Value
X > Y	0,246	0,245	0,062	3.593	0,000
X > M	0,798	0,804	0,025	32.368	0,000
X > M > Y	0,558	0,564	0,052	10.661	0,000

Source: Processed by Researchers, 2025 (Using SmartPLS 3)

a. Hypothesis 1

The Effect of Content Creativity on Consumer Purchase Intention t-statistic is $3.593 > 1.654$. It can be concluded that content creativity has a significant effect on consumer purchase intention. Based on these results, H1, which predicts that content creativity has an effect on consumer purchase intention, can be accepted.

b. Hypothesis 2

The effect of viral marketing on consumer purchase intention is $32.368 > 1.654$. It can be concluded that viral marketing has a significant effect on consumer purchase intention. Based on these results, H2, which predicts that viral marketing has an effect on consumer purchase intention, can be accepted.

c. Hypothesis 3

The influence of content creativity through viral marketing yielded a t-statistic of $10.661 > 1.654$. It can be concluded that content creativity has a significant effect on consumer purchasing interest through viral marketing. Based on these results, H3, which predicts that content creativity has an effect on consumer purchasing interest through viral marketing, is accepted.

Discussion

Hypothesis testing can be seen in Table 8, which shows a t-statistic value of 3.593 in the hypothesis test between the content creativity variable and consumer purchasing interest, showing a value of $3.953 > 1.654$. Based on the results of the hypothesis test, it shows a significant influence between content creativity and consumer purchasing interest. Based on this, it can be interpreted that, in today's highly competitive digital era, consumers are faced with various kinds of information and advertisements every day. In these conditions, only creative content, namely content that is unique, interesting, relevant, and has high emotional or entertainment value, is able to attract

consumer attention effectively. Creative content not only conveys product information but also creates a pleasant and memorable experience for the audience. This is in line with research conducted by Muhammad Muslim¹⁵ which states that content creativity has a significant positive effect on consumer purchasing interest.

Table 9. Respondents' Responses to Content Creativity

No	Statement	Total Score
.	The authenticity of the video content of sukabumikuliner	1,963
.	Originality of sukabumikuliner content ideas	1,807
.	The originality of the visualization of Sukabumikuliner content	1,852
.	The suitability of the content of Sukabumikuliner to the interests of the audience	1,754
.	Current Contextual Video Content sukabumikuliner	1,762
.	Conformity with the Sukabumi Kuliner Brand Identity	1,802
.	Depth of Development of Sukabumi Kuliner Ideas	1,748
.	Clarity of Content Narrative sukabumikuliner	1,794
.	Accuracy of Supporting Details (data, facts)	1,780
0.	Sukabumikuliner Content's Ability to Evoke Feelings	1,779
1.	Sukabumikuliner Content Success in Generating Audience Reactions	1,779
2.	Ease of language to understand	1,796
3.	The Visual Quality of Sukabumikuliner's Interesting Content Videos	1,759
4.	Content Layout Style Consistency sukabumikuliner	1,750
5.	Balance between Aesthetics and Functionality of Sukabumikuliner Content	1,805
Total		26,930

Source: Data processing results, 2025

¹⁵ M. Muslim, "Pengaruh Sosial Media Marketing, Iklan Influencer dan Konten terhadap Minat Beli Produk melalui Engagement pada Pengguna Aplikasi TikTok Generasi Z di Kota Makassar" (Doctoral dissertation, Universitas Fajar, 2023).

From the total score results above, the lowest score is in item no. 7 amounting to 1,748 with the statement of the Depth of Sukabumikuliner Idea Development. While the highest score is in item no. 1 amounting to 1,963 with the statement of the Authenticity of Sukabumikuliner content videos. After knowing the total score of the sub-indicator of the content creativity variable, to be able to categorize the assessment given by the respondents, a minimum index analysis is carried out in order to find out the content creativity variable including the Very Low (SR), Low (R), Medium (S), High (T), Very High (ST) continuum line through the continuum line which is described as follows:

Maximum Score: 5 (Total Score x 15 (Items) x 225 Respondents = 16,875

Minimum Score: 1 (Total Score) x 15 (Items) x 225 (Respondents) = 3.375

Interval Distance: Maximum Value – Minimum Value: 5

: (16,875 – 3,375) : 5

: 2,700

Hypothesis testing can be seen in Table 8 that the t-statistic value of 32.368 in the hypothesis testing between the viral marketing variable and consumer purchasing interest shows a value of $32.368 > 1.654$. Based on the test results, it can be concluded that there is a positive and significant influence between viral marketing and consumer purchasing interest. Based on this, it can be interpreted that viral marketing often involves creative elements such as humor, uniqueness, surprises, or touching emotional stories, so that it can leave a deep impression and build an emotional connection with the audience. This emotional connection not only encourages engagement but also strengthens the product's appeal in the eyes of consumers. Therefore, companies that successfully create viral campaigns strategically will have a greater opportunity to influence consumer behavior, especially in increasing purchasing interest in the products or services offered. This is in line with research conducted by Anglesti Sari Kondang Kaloka¹⁶ which states that viral marketing has a positive and significant influence on consumer purchasing interest.

Table 10. Respondents' Responses to Viral Marketing

No	Statement	Total Score
	The uniqueness of the content of Sukabumikuliner	1,786
	Clarity of Sukabumikuliner Content Information	1,750
	Creativity in Content Presentation	1,747

¹⁶ Kaloka, *Effect of Viral Marketing against Customer Buying Interest through Customer Trust in Instagram*.

Availability for Interaction (comments)	1,763
Ease of Sharing Value (share, repost, tag).	1,830
Community Engagement (other creators)	1,707
Ease of Understanding Content	1,749
Continuity to Core Content	1,750
Ease of Remembering Content	1,764
Ease of Evoking Strong Responses	1,739
Message-to-Audience Relevance	1,753
Ability to Drive Audience Action	1,738
Credibility towards Influencers	1,703
Content Distribution Rate Speed	1,769
Ease of Content Distribution Through Multiple Channels	1,791
Content Relevance to Current Trends	1,741
Timeliness of Content Publication	1,707
Consistency with Upload Schedule	1,637
Total	31,424

Source: Data processing results, 2025

From the total score results above, the lowest score is in item no. 18 amounting to 1,637 with the statement Consistency with Upload Schedule. While the highest score is in item no. 5 amounting to 1,830 with the statement Ease of Sharing Value (share, repost, tag). After knowing the total score of the viral marketing variable sub-indicator, to be able to categorize the assessment given by respondents, a minimum index analysis is carried out in order to find out the viral marketing variable including the Very Low (SR), Low (R), Medium (S), High (T), Very High (ST) continuum line through the continuum line described as follows:

Maximum Score: $5 \text{ (Total Score)} \times 18 \text{ (Items)} \times 225 \text{ Respondents} = 20,250$

Minimum Score: $1 \text{ (Total Score)} \times 18 \text{ (Items)} \times 225 \text{ (Respondents)} = 4,050$

Interval Distance: Maximum Value – Minimum Value: 5

: $(20,250 - 4,250) : 5$

: 3,200

Hypothesis testing can be seen in Table 8, which shows a t-statistic value of $10.661 > 1.654$. The results of this hypothesis testing indicate a significant influence between content creativity and consumer purchasing interest through viral marketing. Based on this, it can be interpreted that

content creativity does not directly increase purchasing interest, but rather through the intermediary role of viral marketing. Creative content, whether in terms of visuals, narrative, humor, or originality, has a high potential to attract attention and encourage audiences to share it. In this process, the content goes viral and reaches a wider audience, including potential consumers who have not previously been exposed to information about the product or brand.

Table 11. Respondents' Responses to Consumer Purchase Interest

No	Statement	Total Score
	Desire to Make a Purchase	1,769
	Ease of Finding Information about Purchases	1,753
	Willingness to Transact	1,768
	Desire to Recommend	1,752
	Frequency of Information Sharing (via reviews)	1,750
	Desire to Participate in Testimonials	1,704
	Tendency to Choose Certain Brands	1,771
	Engagement in Loyalty Programs	1,719
	Desire to Repurchase	1,744
	Desire to Try New Products	1,751
	Interest in Special Offers (discounts)	1,966
	Desire to Seek Information about Alternative Products	1,616
Total		21,063

Source: Data processing results, 2025

From the total score results above, the lowest score is in item no. 12 at 1.616 with the statement Desire to Seek Information about Alternative Products. While the highest score is in item no. 11 at 1.966 with the statement Interest in Special Offers (discounts). After knowing the total score of the sub-indicator of the consumer buying interest variable, to be able to categorize the assessment given by the respondents, a minimum index analysis is carried out in order to find out the consumer buying interest variable including on the continuum line Very Low (SR), Low (R) Medium (S) High (T) Very High (ST) through the continuum line which is described as follows:

Maximum Score: 5 (Total Score x 12 (Items) x 225 Respondents = 13,500

Minimum Score: 1 (Total Score) x 12 (Items) x 225 (Respondents) = 2,700

Interval Distance: Maximum Value – Minimum Value: 5

: (13,500 – 2,700) : 5

: 2,160

CONCLUSION

Based on the results of research that has been conducted regarding content creativity in increasing consumer purchasing interest through viral marketing as a mediating variable, the following conclusions can be drawn:

1. Based on the questionnaire results obtained, the three indicators with the lowest scores in the development of SukabumiKuliner were Depth of Idea Development, Consistency with Upload Schedule, and Desire to Seek Information on Alternative Products. This indicates that there are still weaknesses in aspects of content creativity, discipline in managing upload time, and the team's openness to external references or inspiration. All three reflect the need for improvements in terms of in-depth innovation, content time management, and proactivity in seeking new ideas, so that SukabumiKuliner can remain relevant and competitive amidst the increasingly dynamic competition in digital culinary media.
2. Based on the research results, it can be concluded that content creativity has a positive and significant impact on consumer purchase intention. This means that the higher the level of creativity in marketing content, whether in terms of ideas, visual design, narrative, or message delivery, the greater the tendency for consumers to show interest and desire to purchase the product being offered. Content creativity can build emotional appeal and positive perceptions of a brand, thereby directly increasing consumer purchase intention.
3. The research also shows that viral marketing has a positive and significant impact on consumer purchasing interest. The rapid and widespread dissemination of product information through social media and recommendations from other users creates trust and high exposure for a product. This fosters consumer curiosity and confidence, directly increasing purchase interest. Therefore, viral marketing is an effective strategy for influencing consumer purchasing behavior.
4. The research results show that viral marketing significantly mediates the influence of creative content on consumer purchase intention. This means that creative content not only directly influences purchase intention but also indirectly, through viral marketing. Creative content drives the potential for virality, and this virality strengthens its influence on consumer purchasing decisions. In other words, viral marketing serves as a crucial bridge connecting the power of creative messaging with increased purchase intention.

SUGGESTION

1. The researcher hopes that this research can be used as reference material or comparison for further researchers, especially those related to the concept chosen by the researcher and can be useful for the development of science in the field of marketing or in the field of business administration.
2. Researchers hope that businesses should focus on creating creative, engaging, and relevant content for their target audience, designed for easy sharing on social media. Furthermore, viral marketing strategies should be optimally utilized, for example by partnering with influencers, using trending hashtags, and encouraging audience participation. This way, content not only attracts attention but also spreads widely and effectively drives purchasing decisions.

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