



The Effect of Food Authenticity, Trend Awareness and Social Influence on Purchase Decision at Seroja Bake Cafe

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ABSTRACT

This study aims to analyze the effect of food authenticity, trend awareness, and social influence on purchasing decisions at Seroja Bake Café. The novelty of this study is that previous studies did not include the trend awareness variable on purchase decisions and only examined one of the dependent variables, namely food authenticity and social influence, so this study combines and adds a new variable, namely trend awareness on the influence of purchase decisions. The population is all consumers at Seroja Bake Café. With a sampling technique of purposive sampling, the sample in this study consisted of 166 respondents with the criteria Respondents are individuals who are consumers of Seroja Bake Café. Respondents have purchased from Seroja Bake Cafe consumers within a minimum of 1 month. Data collection was carried out by distributing questionnaires designed to measure respondents' perceptions of the variables studied. The data analysis technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS). The results of the analysis show that the three independent variables have a significant influence on purchasing decisions. Food authenticity contributes significantly to building consumer trust in the quality and uniqueness of Seroja Bake Café products. In addition, trend awareness influences how consumers respond to the popularity and relevance of products to lifestyle. Social influence factors have also been shown to influence purchasing decisions, especially through recommendations from friends, family, or reviews on social media. These findings indicate that Seroja Bake Café can improve its marketing strategy by highlighting food authenticity, following relevant trends, and leveraging the power of social influence. The largest influencing factor is social influence as seen from the largest original sample value. This study provides insight for culinary business managers to develop a more effective marketing approach based on consumer preferences.

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INTRODUCTION

One of the industries experiencing rapid growth year after year is the food and beverage sector (Memon *et al.*, 2021). This industry is also one of the fastest-growing sectors globally (Chowdhury *et al.*, 2020). In Indonesia, 68% of the total 8.2 million creative industry units

operate in the culinary sector. The growth potential of this sector is highly significant, highlighting its crucial role in the country's creative economy (Karenina & Ariyanti, 2022).

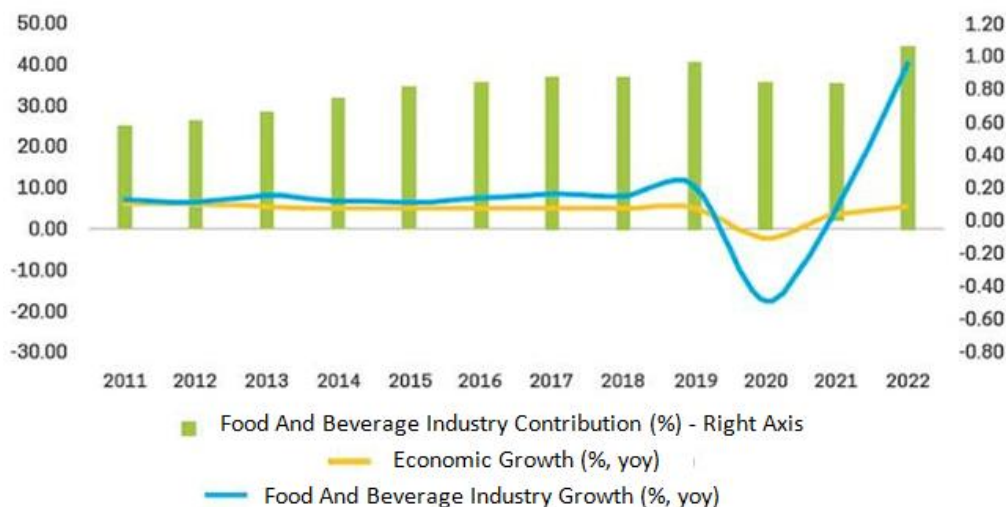


Figure 1.

The Growth and Contribution of the Food and Beverage Industry in Indonesia (2011 - 2022)

One of the cafés offering unique and innovative food and beverage menus is Seroja Bake Café. Seroja Bake Café serves dishes and drinks with high-quality flavors, authentic ingredients, and appealing presentations. These factors play a significant role in influencing customers' purchase decisions regarding the products offered. By prioritizing taste and presentation aesthetics, the café successfully attracts consumer interest and builds customer loyalty (Chen *et al.*, 2022). Despite its growing popularity, competition in the culinary industry is becoming increasingly intense, and consumer consumption patterns continue to evolve with emerging trends and social influences (Kim *et al.*, 2021). However, there is an issue of declining visitor numbers at Seroja Bake Cafe, which requires further attention to understand and address the factors influencing customer purchase decisions. The following is the visitor growth data for Seroja Cafe in 2024, presented in Figure 2.

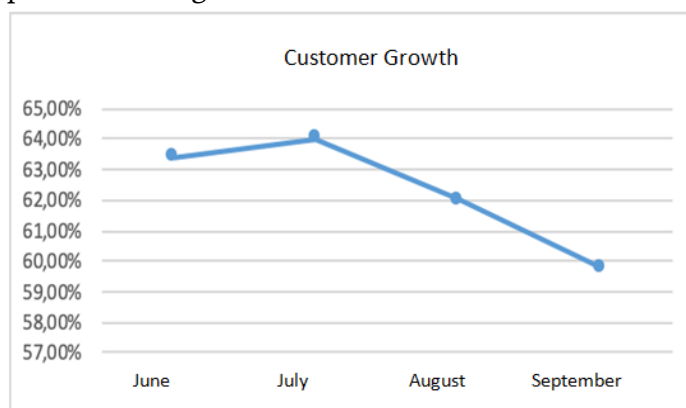


Figure 2.

Data Visitors to Seroja Cafe in 2024

This research was conducted by distributing a pre-survey questionnaire (Preliminary Research) to 30 Seroja Cafe consumers. Through this survey, researchers attempted to identify factors that influence purchasing decisions. The following are the results of the processed pre-survey data on the age of Seroja Cafe consumers. Based on the results of the pre-survey, it is

known that 3 main factors influence purchase decisions at Seroja Bake Café, namely food authenticity, social influence, and trend awareness, so it is interesting to study.

Seroja Bake Cafe serves food and drinks with high-quality taste, authentic ingredients, and an attractive appearance. Although its popularity continues to increase, there is a problem of decreasing number of visitors that requires further attention. One of the factors contributing to this decline is the importance of food authenticity (Peulić et al., 2022). Consumers are increasingly looking for authentic and quality culinary experiences, so if Seroja Bake Cafe cannot maintain the authenticity of its products, consumers risk losing customers who prefer other alternatives that offer more value in terms of authenticity and culinary experience trends.

Trend awareness refers to the understanding and recognition of individuals or society regarding the latest developments in various aspects, including lifestyle, technology, and industry, which can influence consumer behavior and preferences (Uzair & Singh, 2019). In the context of the culinary industry, trend awareness is very important because it can influence consumer purchasing decisions. For example, consumers are increasingly aware of the importance of healthy, organic, and environmentally friendly foods. Consumers tend to choose products that not only satisfy their tastes but are also in line with the values that consumers adhere to, such as sustainability and authenticity of ingredients (sdsexpress.co.id, 2023).

In today's digital shopping environment, consumers are faced with a variety of information when making purchasing choices (Kotler & Armstrong, 2020). Seroja Bake Cafe serves a unique food menu with an aesthetic appearance so that consumers who have visited can influence others by sharing uploads of products that consumers have purchased. The influence that people give to other individuals can be called social influence. According to Kotler and Armstrong (2020), social influence including recommendations from friends, family, and reviews on social media, are also determinants in consumer purchasing decisions. The increasing role of digital platforms in shaping these decisions, as consumers increasingly rely on online feedback and social media interactions (Lim et al., 2020). Emotional relationships with brands and personalized marketing strategies are critical in driving consumer choice (Wang et al., 2021).

As competition increases, businesses must focus on delivering unique value propositions and superior customer experiences to influence purchasing behavior (Kumar & Reinartz, 2021). Many consumers make decisions based on reviews, comments, and experiences of others who are considered trustworthy. Although there has been research on purchasing decisions, there is still a gap in understanding how food authenticity, trend awareness, and social influence collectively shape consumer behaviour. Food authenticity, which includes ingredients and preparation methods, plays a significant role in increasing customer trust and satisfaction. On the other hand, trend awareness describes changes in consumption patterns triggered by current culinary trends, such as the preference for healthy foods for nutrition (Kumar & Reinartz, 2021).

Research reveals that Tjokrosaputro and Cokki (2020) get the result that social influence has a positive and significant effect on purchase decision. However, other results were obtained Yudhisthira (2019) which states that social influence does not have a significant influence on purchase decisions. So, this study will fill the research gap in the research results. In addition, the novelty of this study lies in the object of the Seroja Bake Cafe study which has never been studied before and combines independent variables from previous studies.

Novelty this study is a previous study that did not include the trend awareness variable on purchase decisions and only examined one of its dependent variables, namely food authenticity and social influence, so this study combines and adds a new variable, namely trend awareness on

the influence of purchase decisions. This study also provides a special focus on the aspect of food authenticity and how changes in consumer consumption patterns triggered by awareness of trends can affect customer loyalty. In addition, the location of the study in Pondok Indah provides a relevant context, because this area is known as an area with a high level of competition in the cafe industry. This study also explores how Seroja Bake Cafe adapts to changing market demands, including efforts to maintain authentic products while following the rapidly developing culinary trends.

Based on the background that has been explained, several problems can be identified related to consumer purchasing decisions at Seroja Bake Cafe, namely:

1. The decline in the number of visitors to Seroja Bake Cafe can be caused by the cafe's inability to maintain the authenticity of its food products. Consumers are increasingly looking for authentic and quality culinary experiences.
2. Awareness of the latest trends in the culinary industry greatly influences consumer purchasing decisions. Lack of innovation in the menu or cafe concept can lead to boredom among customers.
3. Social influence through social media, especially family and friend reference, plays an important role in attracting visitors to Seroja Bake Cafe. Ineffective promotion from social influence from family and friends can reduce consumer interest in visiting Seroja Bake Cafe.

METHODS

The object of this study is Seroja Bake Cafe, a local cafe with a neighborhoods bakery concept that serves a variety of interesting and delicious sweet dishes, as well as a menu made from local ingredients that offer a distinctive taste. The type of research applied in this study is quantitative research. This study applied the survey method using an online questionnaire as a data collection tool (Sekaran & Bougie, 2020). In this study, a non-probability sampling technique called purposive sampling was used. The criteria for respondents in this study are as follows:

1. Respondents are individuals who are consumers of Seroja Bake Cafe.
2. Respondents have purchased from Seroja Bake Cafe consumers within a minimum of 1 month.

Variable social influence adopted from Haryono and Brahmana (2015), variable Food authenticity adopted from Zhang et al. (2019), variable Trend awareness adopted from Ongkowidjojo and Pranoto (2023), variable Purchase decision adopted from Nurochim et al. (2022).

The calculation of the number of samples can use the G Power Application with an effect size of 0.15, alpha error probability of 0.05 with a power of 0.95, and a number of predictors of 3, resulting in a minimum sample of 119 respondents.

There are two data collection techniques, primary and secondary data. This study uses Google Forms as a data collection medium that is distributed to respondents online. The source for obtaining secondary data is information obtained from various books, journals, and the internet. The scale used is a Likert scale of 1 - 6. This study uses the Partial Least Square (Smart-PLS) program version 4.0. PLS (Partial Least Square).

RESULTS AND DISCUSSION

Research result

In this study, the respondents were consumers of Seroja Bake Cafe in a minimum period of 1 month. The respondents of this study based on the results of calculations using the G Power Application, the minimum sample was 119 respondents, but after distributing online questionnaires using Google Forms, the respondents obtained were 166 respondents. All respondent data is valid so all data is used in this study.

The total respondents in this study were 166 respondents with most respondents being female, namely 108 respondents with a percentage of 65.1% of all respondents, while those who were male were 58 respondents with a percentage of 34.9%. The majority of respondents in this study were aged 18-24 years, namely 104 respondents or 62.7%, aged 25 - 34 years 38 respondents or 22.9%, aged under 18 years 13 respondents or 7.8%, aged over 45 years were 4 respondents or 2.4% and those aged 35 - 44 years were 7 respondents or 4.2%. The majority of respondents in this study were those who visited Seroja Bake Café once a week, namely 45 respondents or 32.5, while visitors who visited Seroja Bake Café once a month 53 respondents or 31.9%, rarely visited Seroja Bake Café were 36 respondents or 16%, first-time visitors to Seroja Bake Café were 16 respondents or 9.6% and every day visited Seroja Bake Café were 7 respondents or 4.2%. The majority of respondents in this study spent Rp 100,000 – Rp 200,000 which was usually spent when visiting Seroja Bake Café 102 respondents or 61.4%, spent less than Rp 100,000 which was usually spent when visiting Seroja Bake Café 40 respondents or 24.1% and spent more than of the Rp 200,000 usually spent when visiting Seroja Bake Café, namely 24 respondents or 14.5%.

Inferential Statistical Test

Inferential statistical tests are techniques for testing hypotheses or extrapolating conclusions about a larger population from sample data. They are important in research to determine the significance of relationships between observed variables. In descriptive and predictive situations, inferential statistical tests allow researchers to draw conclusions based on more objective data (Hair et al., 2019).

In this study, the inferential statistics used are the outer model and the inner model. The outer model consists of indicator reliability (outer loading), construct reliability (Cronbach Alpha and Composite Reliability), convergent validity (AVE), and discriminant validity HTMT. While the inner model consists of VIF, R-Square test results (R²), and hypothesis significance test.

Measurement Model Test Results (Outer Model)

In testing the measurement model (*outer model*)2 measurements were carried out, namely reliability testing and validity testing.

Reliability Indicator (Outer Loading)

The results of the outer loading test in this study can be seen in the table below:

Table 1. Outer Loading Test Results

Food Authenticit	Purchase Decision	Social Influenc	Trend Awareness

	y	e	s
FA1	0,830		
FA2	0,822		
FA3	0,862		
FA4	0,774		
FA5	0,866		
FA6	0,888		
FA7	0,860		
PD1		0,738	
PD2		0,857	
PD3		0,910	
PD4		0,877	
S1			0,886
S2			0,876
S3			0,894
TA1		0,857	
TA2		0,849	
TA3		0,786	
TA4		0,773	
TA5		0,804	

Source: SmartPLS version 4 (2024)

Based on Table 1, it is known that the results of the outer loading test show that all indicators in this study are valid because they have an outer loading value greater than 0.7.

Construct Reliability (Cronbach Alpha and Composite Reliability)

The results of the Cronbach alpha and composite reliability tests in this study can be seen based on the table below:

Table 2. Reliability Test Results

	Cronbach Alpha	Composite Reliability	Rho_A	Information
<i>Food Authenticity</i>	0,932	0,945	0,933	Valid
<i>Purchase Decision</i>	0,867	0,910	0,872	Valid
<i>Trend Awareness</i>	0,872	0,908	0,874	Valid
<i>Social Influence</i>	0,863	0,916	0,872	Valid

Source: Data processing results (2024)

Based on Table 2, it can be concluded that the variables in this study are reliable because they have Cronbach alpha, composite reliability, and rho A values > 0.7 .

Convergent Validity (AVE)

The results of the Average Variance Extracted (AVE) test in this study can be seen in the table below:

Table 3. Average Variance Extracted (AVE)

Variables	AVE	Result
Food Authenticity	0,712	Valid
Purchase Decision	0,719	Valid
Social Influence	0,663	Valid
Trend	0,784	Valid

Awareness

Source: Data processing results (2024)

Based on Table 3, it is known that all variables in this study can be said to be valid because they have an AVE value > 0.5 .

Table 4. Discriminant Validity HTMT

	Food Authenticity	Purchase Decision	Trend Awareness	Social Influence
Food Authenticity				
Purchase Decision	0,825			
Trend Awareness	0,729	0,808		
Social Influence	0,816	0,892	0,751	

Source: Data processing results (2024)

Based on the results in Table 4, it is known that the results of the HTMT discriminant validity can be determined because it has a value < 0.9 . Therefore, all variables can be said to be valid.

3. Inner Model

The results of the VIF test in this study can be seen in the table below:

Table 5. VIF Test

	Food Authenticity	Purchase Decision	Trend Awareness	Social Influence
Food Authenticity		2,485		
Purchase Decision				
Trend Awareness		1,993		
Social Influence		2,452		

Source: Data processing results (2024)

Based on Table 5, it is known that there is no multicollinearity in this study because each variable in this study has a VIF value < 5 .

R-Square (R²) Test Results

The results of the R-Square (R²) test in this study can be seen in the table below:

Table 6. R-Square Test Results

Variable	R Square
Purchase Decision	0.723

Source: Data processing results (2024)

Based on Table 6 it is known that the Purchase Decision variable can be influenced by the variables Food Authenticity, Social Influence, and Trend Awareness by 72.3% and the remaining 27.7% can be influenced by other variables not examined in this study. The R-square value > 0.67 is included in the strong category.

Hypothesis Significance Test

The model in describing the relationship between latent variables and indicators, consists of exogenous and endogenous variables. Exogenous refers to variables that can be influenced by factors outside the research model, while endogenous refers to variables that can be influenced by other endogenous factors and are also exogenous in the research model itself.

To further assess the model, the researcher will use the path coefficients, critical values, and p-values shown in Table 7

Table 7. Hypothesis Test Results

Hypothesis	Original Sample	T Statistics	P Values	Conclusion
Food Authenticity has a positive effect on Purchase Decision	0,233	2,654	0,008	Supported
Trend Awareness has a positive effect on Purchase Decision	0,231	2,983	0,003	Supported
Social Influence has a positive effect on Purchase Decision	0,482	6,351	0,000	Supported

Source: Data processing results (2024)

Hypothesis 1 states that food *authenticity* has a positive and significant influence on customer purchase decisions at Seroja Bake Cafewith the original sample value of 0.233, t statistics is 2,654, and p-value of 0.008. Therefore, it can be concluded that H1 is supported.

Hypothesis 2 states that *awareness* has a positive and significant influence on customer purchase decisions at Seroja Bake Cafewith the original sample value of 0.231, t statistics is 2,983, and p-value of 0.003. Therefore, it can be concluded that H2 is supported.

Hypothesis 3 states that social *influence* has a positive and significant influence on the purchase decision of Seroja Bake Cafe customers with the original sample value of 0.482, t statistics of 6,351and p-value of 0.000. Therefore, it can be concluded that H3 is supported.

Discussion

The Relationship Between Food Authenticity and Purchase Decision at Seroja Bake Cafe

Hypothesis 1 states that Food authenticity has a positive and significant effect on customer purchase decisions at Seroja Bake Cafe with an original sample value of 0.233, t statistics of 2.654, and a p-value of 0.008. Therefore, it can be concluded that H1 is supported.

Seroja Bake Cafe, with its use of local ingredients such as coconut, pandan, brown sugar, and Indonesian spices, highlights the uniqueness of its flavors and brings a strong element of authenticity to each of its products. This authenticity plays a significant role in influencing consumer purchasing decisions. Today's consumers, especially the younger generation, are increasingly interested in food that is not only delicious but also conveys a story of culture and tradition behind it. Authentic food has an emotional appeal and can create a personal connection between the consumer and the product, which ultimately influences the decision to purchase (Vrtana & Krizanova, 2023). For Seroja Bake Cafe, highlighting the element of food authenticity can increase the value of the product in the eyes of consumers, strengthen the impression of exclusivity, and differentiate this cafe from other competitors.

Food authenticity significantly influences purchasing decisions, as consumers increasingly seek authentic experiences and high-quality products. Authenticity which includes factors such as origin, preparation method, and ingredient sourcing, increases trust and emotional connection

with food brands (Duncan et al., 2021). Research shows that consumers are willing to pay more for real food, perceiving it as healthier and more ethically produced. (Kim & Stepchenkova, 2020). Additionally, the rise of social media has amplified the demand for transparency, encouraging brands to showcase authentic practices (Veen et al., 2021). Perceptions of authenticity not only drive customer loyalty but also influence word-of-mouth marketing, which in turn influences purchasing behavior (Thompson & Coskuner-Balli, 2020).

Relationship between Trend Awareness and Purchase Decision at Seroja Bake Cafe

Hypothesis 2 states that Trend awareness has a positive and significant effect on customer purchase decisions at Seroja Bake Cafe with an original sample value of 0.231, t statistics of 2.983, and a p-value of 0.003. Therefore, it can be concluded that H2 is supported.

Trend awareness is the ability of consumers to recognize and follow changing trends that are constantly evolving, including trends in lifestyle, food, and beverages (Çakmakçı et al., 2023). Seroja Bake Cafe, awareness of trends plays an important role in attracting consumers who want to always be up-to-date with popular and current food and beverage choices. This cafe needs to continue to adapt products according to culinary trends, such as presenting menus that are viral on social media or introducing new innovations in serving food. In addition, trend awareness influences the way consumers interact with products and brands in the digital era. Trend-aware consumers tend to search for information on online platforms, such as Instagram or TikTok, to find the latest products that are in line with emerging trends (Gerlich, 2023). At Seroja Bake Cafe, the aesthetic appearance of food that is often shared by customers on social media can create buzz and increase the desire of other consumers to try the product. Products that look trendy and follow the current viral trends also provide social value to consumers, which in turn influences purchase decisions.

Trend awareness plays a vital role in influencing purchasing decisions, especially in the food industry, where consumer preferences are changing rapidly. Staying informed about emerging food trends such as plant-based diets, sustainability, and ethnic cuisines allows consumers to make choices that align with their values and lifestyles. (Schmidt et al., 2020). Research shows that consumers are often attracted to products that reflect current trends, perceiving them as more innovative and relevant (Sweeney et al., 2022).

This awareness is further reinforced by social media platforms, where *influencer* and peers share experiences and recommendations, creating a sense of urgency and desire to try trending items (Fischer et al., 2021). As a result, businesses that adapt their offerings to align with recognized trends can effectively capture consumer interest and increase sales, as trend-driven marketing drives engagement and brand loyalty. (Keller, 2023).

Thus, understanding and leveraging trend awareness is crucial for brands looking to thrive in a competitive market. Trend awareness has an impact on purchase *decision* meaning the higher the trend awareness then it will purchase *decision*.

The Relationship Between Social Influence and Purchase Decision at Seroja Bake Cafe

Hypothesis 3 states that social influence has a positive and significant effect on the purchase decision of Seroja Bake Cafe customers with an original sample value of 0.482, t statistics of 6.351 and a p-value of 0.000. Therefore, it can be concluded that H3 is supported.

Social influence can be defined as the influence that comes from other people, whether from friends, family, or even strangers who share experiences through digital platforms, such as

social media, blogs, or customer reviews (Schubert et al., 2020). At Seroja Bake Cafe, consumers are not only influenced by the taste and quality of the products offered but also by the experiences of others who have visited the cafe. Customers who share photos of food with high aesthetics or unique experiences at Seroja Bake Cafe can trigger the "FOMO" (Fear of Missing Out) effect, where other consumers feel compelled to follow the trend and try the cafe that is currently popular among social media. In other words, recommendations and content shared by others on social media create a desire among consumers to participate in the experience, which ultimately influences purchasing decisions (Ahn & Lee, 2024).

This phenomenon is driven by the desire for social acceptance and the tendency to conform to the norms and behaviors perceived within a group (Bertini & Koen, 2021). Research shows that recommendations from friends and family are one of the most trusted sources of information, often leading to increased brand loyalty and purchase intentions (Kumar et al., 2020). In addition, social media platforms play a significant role in shaping consumer preferences, with *influencer* and user-generated content influences perceptions of brands and products (López & Mahr, 2021). The rise of online communities allows consumers to share experiences and opinions, which further increases the impact of social influence on purchasing behavior (Mägi et al., 2022).

Ultimately, businesses that leverage social proof and engage audiences through social channels can effectively enhance their marketing strategies and drive sales. Social influence has an impact on *purchase* decision. This means that the higher the social influence, the higher the increase *purchase decision*.

CONCLUSION

The conclusion of this study is as follows:

1. Hypothesis 1 states that Food authenticity has a positive and significant effect on customer purchase decisions at Seroja Bake Cafe with an original sample value of 0.233, t statistics of 2.654 and a p-value of 0.008. Therefore, it can be concluded that H1 is supported.
2. Hypothesis 2 states that Trend awareness has a positive and significant effect on customer purchase decisions at Seroja Bake Cafe with an original sample value of 0.231, t statistics of 2.983 and a p value of 0.003. Therefore, it can be concluded that H2 is supported.
3. Hypothesis 3 states that social influence has a positive and significant effect on the purchase decision of Seroja Bake Cafe customers with an original sample value of 0.482, t statistics 6.351 and a p value of 0.000. Therefore, it can be concluded that H3 is supported.

The suggestions from this study are as follows:

1. Based on the findings that food authenticity has a positive effect on customer purchase decisions at Seroja Bake Cafe, it is recommended that the cafe continue to prioritize the authenticity of the food offered. This can be done by maintaining the original recipe, introducing high-quality ingredients, and increasing the variety of authentic menus according to customer preferences.
2. Based on the research results, trend awareness also has a significant influence on purchasing decisions, Seroja Bake Cafe should be more proactive in following the growing culinary trends. Serving a menu that is in line with the latest trends, such as healthy menus, plant-based foods, or international-style foods, can attract more customers who follow the trend. Using social media to show the latest trends in the culinary world can also increase awareness of the trends carried by this cafe.

3. This study also shows that social influence has a significant effect on customer purchase decisions. Therefore, this cafe should utilize the power of social media and customer reviews to increase social influence on purchasing decisions. Implementing a loyalty program or providing discounts for customers who share their experiences on social media can increase the positive influence of social recommendations.

4. Seroja Bake Cafe can focus more on value and emotion-based marketing by linking the concepts of food authenticity, trend awareness, and social influence in their marketing campaigns. By emphasizing values such as authenticity, quality, and social connection in every aspect of promotion and customer interaction, it can increase customers' emotional ties to the brand and strengthen their loyalty.

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