

Stimulating Consumer Interest in Pukis Kota Baru: Food Influencer and Sustainable Value Through Hedonic and Utilitarian Value

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ABSTRACT: This study investigates the influence of food influencers and sustainable value on consumers' intention to purchase Pukis Kota Baru, a traditional Indonesian food, examining the mediating roles of hedonic value and utilitarian value. Amid the rapid digitalisation of consumption and the heightened importance of sustainability in consumer decisions, there remains limited empirical research integrating influencer marketing and sustainability within the context of traditional foods. Addressing this gap, the present research adopts a quantitative survey method, targeting active social media users in DKI Jakarta who have prior experience with Pukis Kota Baru, and analyses responses from 259 participants using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.0. The findings reveal that both food influencers and sustainable value exert a direct positive effect on consumption intention, while only utilitarian value serves as a significant mediator in these relationships; hedonic value does not play a mediating role. These results underscore the predominance of functional considerations in shaping purchase intentions for traditional foods in the digital era, and highlight the strategic importance for marketers and MSMEs to emphasise sustainability messages and practical benefits in digital marketing campaigns for local food products.

Keywords: Food Influencer, Sustainable Value, Hedonic Value, Utilitarian Value, Consumption Intention.



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INTRODUCTION

In today's consumer landscape, recommendations have become a key factor in shaping purchasing decisions, especially in Indonesia where the influence of social media and digital platforms continues to rise. Among various sources of recommendations, influencers stand out as a dominant force that surpasses the impact of traditional word-of-mouth, such as from friends or family. This trend reflects a shift in consumer trust, with influencers increasingly perceived as credible, relevant, and authoritative figures in their respective fields. With wide reach and the ability to build engagement on platforms like Instagram and TikTok, influencers not only promote products but also create narratives that align with their followers, thereby strengthening their influence in shaping consumer behaviour (Lu'lu et al., 2024; Nugroho et al., 2022). Based on data from Taslaud (2024), 40.5% of Indonesian consumers are influenced by products recommended

by multiple influencers within one period, and another 33.5% are influenced by repeated exposure from a single influencer, far exceeding the impact of recommendations from personal networks such as friends or family (Azkiah & Hartono, 2023). The ability of influencers to build emotional resonance and authentic perception further strengthens their role in the purchasing decision-making process (Ramadhani & Prasasti, 2023).

This marked difference highlights a paradigm shift in how Indonesian consumers make their shopping choices, with influencers actively shaping perceptions, preferences, and actions. Industries such as fashion, beauty, and food are increasingly relying on influencer credibility to drive engagement and sales, and this influence is expected to continue growing (Susilo et al., 2023; Erwin et al., 2023). The rising dependence on influencer marketing is also reflected in the increased allocation of marketing budgets by brands in Indonesia. This shift indicates a growing confidence among companies in the effectiveness of influencer-based strategies (Widodo, 2024). Unlike conventional advertising, influencer campaigns offer a more personal and relevant approach. These campaigns leverage the trust and loyalty already established between influencers and their followers. Data from Taslaud (2024) notes that as many as 29.4% of brands in Indonesia allocated more than 30% of their marketing budget to influencer marketing in 2022. This fact reinforces the recognition that influencers can increase engagement, drive traffic, and convert audiences into loyal customers (Tirtana et al., 2023; Naraswari & Dewi, 2023).

The continued rise in investment in influencer marketing not only reflects the current success of this strategy but also signals its future potential as a main pillar in digital marketing strategies in Indonesia. As brands increasingly allocate larger budgets to influencer-led campaigns, their role in shaping consumer behaviour and driving industry trends is expected to expand further. This trend opens up space for deeper studies of the impact of such investments on specific sectors, particularly the traditional food industry, which is experiencing shifting consumer preferences alongside increased digital engagement (Astuti, 2024). The rise in digital marketing expenditure also underscores the importance of digital media in influencing purchasing behaviour across sectors (Basuki, 2023). Industries such as Food & Drink, Fashion & Beauty, and Entertainment have proven most effective in attracting consumer interest through influencer content, leveraging the power of visual appeal and lifestyle narratives (Haenlein et al., 2020; Gurrieri et al., 2023). This success reflects a consumer behavioural shift towards content that is personal, relevant, and visual, while also offering strategic opportunities for the traditional food sector to adopt similar approaches (Abrudan & Enyedi, 2021; Catarinella et al., 2024).

Moreover, the rise of Micro Influencers (10,000–100,000 followers) and Nano Influencers (1,000–10,000 followers) marks a significant shift in the influencer marketing landscape, showing a preference for smaller but more focused audiences. Unlike macro influencers who have broad reach, micro and nano influencers excel in building intimate and personal connections with their audiences, often within very specific communities or interests (Okonkwo & Namkoisse, 2023; Nishetha & Felisiya, 2024). The growth of these two segments in Indonesia reflects the high levels of engagement and trust they foster, making them strategic assets for brands aiming to reach more targeted consumer segments (Gerlich et al., 2023; Konopliannikova, 2024). In the context of traditional food, this trend opens opportunities to reach culturally and emotionally engaged

audiences while fostering long-term loyalty ([Lyu & Brewster, 2020](#); [Gaur, 2024](#)). With 62% of Indonesian consumers admitting they purchase products based on influencer recommendations, it is clear that the trust built through a personal approach has become an effective bridge between brands and consumers ([Lu'lu et al., 2024](#); [Nugroho et al., 2023](#); [Erwin et al., 2023](#); [Ramadhani & Prasasti, 2023](#)).

Consumer dependence on influencer recommendations increasingly reinforces their central role in modern marketing strategies. By combining authenticity and emotional closeness, influencers are able to build strong connections with their followers that directly impact purchasing behaviour. This creates a major opportunity for sectors such as traditional food to leverage the power of influencer-based campaigns in reaching and engaging audiences effectively ([Widodo, 2024](#)). Furthermore, the ability of influencers to adapt narratives to local cultural contexts enhances their appeal in the eyes of Indonesian consumers ([Herlina & Widiyasaki, 2024](#)). However, consumption intention for traditional foods such as *Pukis Kota Baru* faces significant challenges in maintaining consumer interest once promotional periods end. While campaigns supported by food influencers can generate high initial visibility, consumer interest tends to decline significantly in the post-viral phase, reflecting the difficulty of building long-term loyalty toward traditional products ([Schiniotakis & Divini, 2020](#); [Doshi et al., 2021](#); [Ren et al., 2021](#); [Szakal et al., 2024](#)).

Table 1. Data Food Influencers Pukis Kota Baru

Food Influencer	Type	Followers	Date Posting	Impact
- Viral Period -				
Sibungbung	Macro Influencer	5.1 Jt	17-Feb-24	11M Views
Almasqol	Macro Influencer	1.8 Jt	05-Nov-23	2M Views
Awlaparr	Macro Influencer	1.1 Jt	03-Jan-24	347.9K Views
Kuliner1Menit	Macro Influencer	4.3 Jt	24-Aug-23	6.2M Views
Daddy Kuliner	Macro Influencer	1.1 Jt	09-Aug-24	2.6M Views
- Post Viral Period -				
Sibungbung	Macro Influencer	5.1 Jt	03-Oct-24	436.3K Views
Loli Adelardo	Macro Influencer	1.7 Jt	22-Sep-24	124.3K Views
Awlaparr	Macro Influencer	1.1 Jt	20-Oct-24	81.3K Views
Kuliner1Menit	Macro Influencer	4.3 Jt	16-Sep-24	802K Views
Mr Inspektur	Macro Influencer	1.5 Jt	10-Nov-24	303.7K Views

Table 1 shows that during the viral period, *Pukis Kota Baru* successfully gained millions of views through collaborations with macro influencers such as Sibungbung and Kuliner1Menit. However, in the post-viral period, despite the number of followers remaining the same, interaction rates and views declined drastically. This decline reflects that the effectiveness of influencers in generating initial attraction has not been accompanied by success in sustaining long-term interest. Therefore, a marketing strategy that combines influencer marketing with a sustainability-based approach becomes essential. *Pukis Kota Baru* has adopted this strategy through the application of economic, ecological, and socio-cultural sustainability values, such as the use of natural ingredients, preservation of traditional recipes, and product diversification ([Mancuso et al., 2021](#); [Ahmad et al., 2021](#); [Zheng, 2024](#); [Panda et al., 2020](#); [Zhang et al., 2019](#)). However, the effectiveness of food influencers and sustainable value on consumption intention still shows mixed results in various

studies, thus requiring deeper analysis. By integrating hedonic value and utilitarian value as mediators, this research offers a comprehensive framework to better understand how both values bridge the influence of food influencers and sustainable value on the consumption intention of traditional food (Majeed et al., 2024; Song & Kim, 2015; Kim & Hall, 2020; Aziz et al., 2023; Chen et al., 2020).

Stimulus–Organism–Response (SOR) Theory

The Stimulus–Organism–Response (SOR) theory introduced by Mehrabian and Russell (1974) provides a comprehensive conceptual framework for explaining how external environmental factors influence human behaviour through internal processes. In this context, stimulus (S) refers to external triggers such as influencer promotion or sustainability narratives that capture attention and evoke cognitive or emotional responses (Duong, 2023). The organism (O) represents the individual's internal state in the form of perceptions, emotions, and cognitive evaluations, which mediate responses to the stimulus (Sivasothey et al., 2024). Response (R) is the observable action that emerges, such as purchasing decisions or consumption intentions (Lin et al., 2022). This theory has been widely applied in consumer behaviour studies, especially within digital marketing contexts. In these settings, stimuli are typically presented through social media, which features strong visual, emotional, and narrative elements (Jornales, 2023). Influencers, for example, act as stimuli capable of eliciting emotional and cognitive engagement from audiences through content highlighting product quality, cultural values, or sustainability (Vonoga, 2021), which may subsequently translate into behaviours such as purchase intention or brand loyalty (Lin et al., 2022).

In the context of traditional food consumption, the SOR theory provides a structural approach to explain how modern stimuli such as endorsements from food influencers and sustainability-based campaigns can shape consumption intention. These stimuli activate internal processes represented by hedonic value and utilitarian value, which respectively capture the sensory pleasure and practical benefits of traditional food (Duong, 2023). For instance, when influencers communicate the enjoyment and cultural value of foods like Pukis Kota Baru, or when sustainability elements such as the use of local and eco-friendly ingredients are highlighted, this triggers positive attitudes, emotional resonance, and perceptions of accessibility and usefulness (Jornales, 2023; Vonoga, 2021). The theory also emphasises the importance of alignment between stimuli and audience characteristics, such as younger generations' preference for sensory content or environmentally conscious audiences' responsiveness to sustainability messages (Lin et al., 2022). Thus, SOR remains a relevant and adaptive framework for explaining consumer behaviour dynamics in traditional food consumption under the influence of digital communication and shifting cultural patterns (Sivasothey et al., 2024).

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), serves as a robust theoretical framework for understanding the factors shaping human intention and behaviour. As an extension of the Theory of Reasoned Action (TRA), TPB adds the component of perceived behavioural control as a determinant of behavioural intention, alongside attitude and subjective norms. These three components collectively determine the likelihood of an individual performing a particular

behaviour (Qi & Ploeger, 2021). In the context of traditional food consumption, attitude toward the behaviour reflects an individual's positive or negative evaluation of consuming such foods, shaped by beliefs about sensory enjoyment, health benefits, or embedded cultural values (Shen et al., 2022). Subjective norms reflect social pressures from family or community that encourage individuals to adhere to cultural preservation or sustainable consumption (Alam et al., 2020). Perceived behavioural control captures the individual's perception of ease or difficulty in performing the behaviour, such as product availability, affordability, or ease of accessing product information (Qi & Ploeger, 2021).

TPB is highly relevant for analysing goal-oriented and planned behaviours, particularly within consumer behaviour, health communication, and sustainability studies (Dangelico et al., 2024). In the digital era, TPB has also been adapted to examine how social media influences consumer behaviour. Digital influencers can shape attitudes through emotionally appealing and culturally embedded product promotion, reshape subjective norms by creating social trends and practices, and influence perceived behavioural control by demonstrating accessibility and practicality of traditional food consumption (Qi & Ploeger, 2021). In this study, TPB provides the theoretical foundation for explaining how food influencers and sustainability values affect consumption intention. Food influencers shape attitudes by emphasising sensory pleasure and emotional meaning, build subjective norms through cultural pride and eco-conscious campaigns, and enhance behavioural control through practical information and product accessibility. Similarly, sustainability values can cultivate positive attitudes toward eco-friendly practices, reinforce social norms of ecological responsibility, and increase behavioural control through the provision of sustainable consumption alternatives (Shen et al., 2022). The integration of this theory helps provide a holistic understanding of the factors driving traditional food consumption intentions within cultural and sustainability contexts.

Hypothesis Development

Food influencers play an important role in shaping consumption intention toward traditional foods such as Pukis Kota Baru through the power of visual narratives, emotional connections, and emphasis on functional value. They foster positive attitudes by showcasing sensory appeal and cultural uniqueness (Chen & Peng, 2024; Rodas et al., 2024). In addition, they shift subjective norms by positioning traditional foods as fashionable and socially responsible choices (Kapelari et al., 2020), and enhance perceived behavioural control through practical information such as purchasing locations or serving methods (Saad et al., 2021). These three factors—attitude, subjective norms, and perceived behavioural control—are the main determinants of consumption intention and are significantly influenced by influencer-shared content.

Sustainable value also makes a significant contribution to shaping consumption intention by guiding consumer choices toward sustainability-related values covering environmental, economic, and social aspects. When consumers recognise that foods such as Pukis Kota Baru support local farmers, preserve culture, and reduce environmental footprints, they acquire both ethical and practical reasons for consumption (Muriel Lamarque et al., 2023; Halicka et al., 2021). This perception reinforces positive attitudes, shapes subjective norms supporting sustainable consumption (Lorek & Wahlen, 2012; Chen & Peng, 2024), and strengthens perceived behavioural

control, particularly when such products are accessible and affordable ([Jeon, 2022; Seidel et al., 2021](#)).

Beyond direct effects on consumption intention, food influencers and sustainable value also exert indirect effects through hedonic value and utilitarian value. Food influencers enhance hedonic value through emotionally evocative narratives and depictions of sensory enjoyment associated with Pukis Kota Baru ([Gluchowski et al., 2021; Tsai & Wang, 2017](#)), while also strengthening utilitarian value by highlighting functional aspects such as accessibility and nutritional benefits ([Pérez-Villarreal et al., 2020; Arroyo et al., 2020](#)). In parallel, sustainable value enriches hedonic value through the emotional satisfaction of making ethical choices ([Choi & Yang, 2024; Cerquetti et al., 2022](#)), and enhances utilitarian value through tangible economic and environmental benefits ([Akinola et al., 2020; Padilha et al., 2021](#)).

Hedonic and utilitarian values are not only influenced by influencers and sustainability but also serve as critical mediators bridging their impact on consumption intention. Hedonic value strengthens consumption intention through emotional experiences and sensory enjoyment ([Gutjar et al., 2015; Seo et al., 2009](#)), while utilitarian value supports it through practical benefits and functional attributes ([Arroyo et al., 2020; Teng & Wu, 2019](#)). Together, these values influence attitudes, norms, and behavioural control, making them strategic mechanisms in explaining why consumers choose to consume traditional foods such as Pukis Kota Baru—whether for sensory pleasure or for social and functional values ([Kim & Hall, 2020; Song & Kim, 2015](#)). Accordingly, the hypotheses in this study are as follows:

H1: Food Influencer has a positive and significant effect on Consumption Intention of Pukis Kota Baru.

H2: Sustainable Value has a positive and significant effect on Consumption Intention of Pukis Kota Baru.

H3: Food Influencer has a positive and significant effect on the Hedonic Value of Pukis Kota Baru.

H4: Sustainable Value has a positive and significant effect on the Hedonic Value of Pukis Kota Baru.

H5: Food Influencer has a positive and significant effect on the Utilitarian Value of Pukis Kota Baru.

H6: Sustainable Value has a positive and significant effect on the Utilitarian Value of Pukis Kota Baru.

H7: Hedonic Value has a positive and significant effect on Consumption Intention of Pukis Kota Baru.

H8: Utilitarian Value has a positive and significant effect on Consumption Intention of Pukis Kota Baru.

H9: Hedonic Value mediates the positive and significant relationship between Food Influencer and Consumption Intention of Pukis Kota Baru.

H10: Hedonic Value mediates the positive and significant relationship between Sustainable Value and Consumption Intention of Pukis Kota Baru.

H11: Utilitarian Value mediates the positive and significant relationship between Food Influencer and Consumption Intention of Pukis Kota Baru.

H12: Utilitarian Value mediates the positive and significant relationship between Sustainable Value and Consumption Intention of Pukis Kota Baru.

METHOD

This study employs a quantitative approach with an explanatory research design to test causal relationships between the variables of food influencer, sustainable value, hedonic value, utilitarian value, and consumption intention towards the traditional food Pukis Kota Baru. This approach was selected to empirically test causal relationships using numerical data analysis ([Creswell, 2014](#); [Andriani & Putra, 2019](#); [El Sa'ud et al., 2019](#)). The research instrument was a closed-ended questionnaire with a five-point Likert scale, distributed online to respondents who met the research criteria.

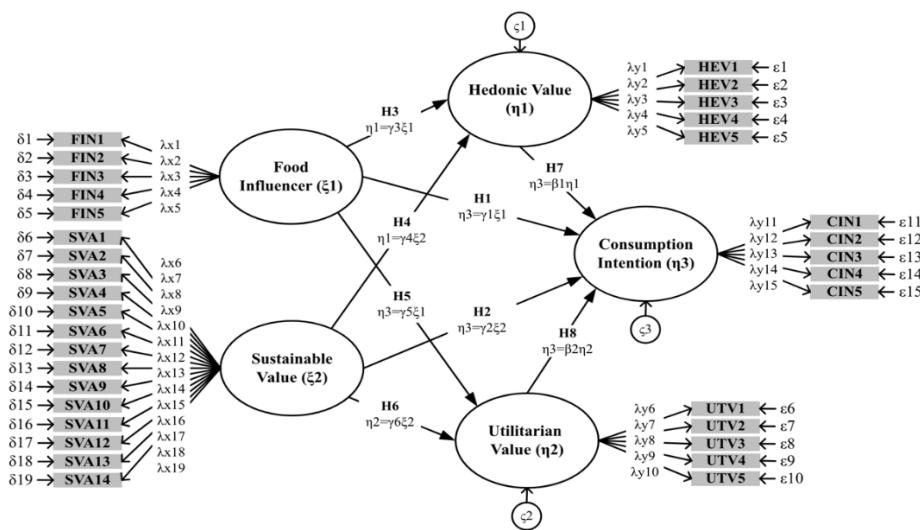


Figure 1. Conceptual Structural Model

The data analysis technique applied was Structural Equation Modelling–Partial Least Squares (SEM-PLS), which is appropriate for testing complex models involving latent constructs and medium sample sizes ([Hair et al., 2021](#)). The analysis was conducted using SmartPLS 4.0 software. The measurement model was assessed using outer loadings, Average Variance Extracted (AVE), and composite reliability, while the structural model was evaluated based on path coefficients, t-statistics, and R-square values ([Henseler et al., 2015](#)). This study also examined the mediating roles of hedonic value and utilitarian value in bridging the influence of food influencer and sustainable

value on consumption intention, grounded in the theoretical frameworks of Stimulus–Organism–Response (SOR) and the Theory of Planned Behavior (TPB) ([Ajzen, 1991](#); [Mehrabian & Russell, 1974](#)).

The population of this study consisted of residents of DKI Jakarta who had been exposed to digital content related to *Pukis Kota Baru* and had prior consumption experience of the product. The primary focus was on individuals aged 18–35 years who actively use social media platforms such as TikTok and Instagram, given their high exposure to food influencer content ([Lu'lu et al., 2024](#); [Taslaud, 2024](#)). The sampling technique applied was purposive sampling, which is appropriate for research requiring respondents with specific characteristics ([Etikan et al., 2016](#)). The inclusion criteria were as follows: (1) residing in DKI Jakarta, (2) actively following culinary accounts or influencers on social media, and (3) having knowledge or experience of consuming *Pukis Kota Baru*. A total of 259 valid responses were collected and analysed, meeting the minimum recommended sample size for SEM-PLS analysis ([Hair et al., 2021](#); [Fahmi, Kostini, et al., 2022](#); [Fahmi, Mukti, et al., 2024](#)).

RESULT AND DISCUSSION

Measurement Model Evaluation

The measurement model evaluation was carried out to assess the extent to which the research instrument could accurately and consistently measure the latent constructs under study ([Fahmi, Novel, et al., 2022](#); [Fahmi, Putra, et al., 2024](#)). In the context of Partial Least Squares Structural Equation Modeling (PLS-SEM), the measurement model is evaluated based on three main criteria: convergent validity, internal reliability, and discriminant validity ([Hair et al., 2021](#); [Henseler et al., 2015](#)).

Table 2. Results of Measurement Model Testing

Construct and Measurement Items	λ	α	CR (ρ_a)	CR (ρ_c)	AVE
Food Influencer (Kristia et al., 2024)					
FIN1: Influencers frequently feature <i>Pukis Kota Baru</i> in their content.	0.831				
FIN2: Influencers provide sufficient information about <i>Pukis Kota Baru</i> .	0.853				
FIN3: Influencers describe the experience of tasting <i>Pukis Kota Baru</i> in an engaging way.	0.840				
FIN4: Content about <i>Pukis Kota Baru</i> is presented in an appetising manner.	0.823				
Sustainable Value (Kristia et al., 2024)					
SVA1: The price of <i>Pukis Kota Baru</i> is affordable for consumers.	0.711				
SVA2: Consuming <i>Pukis Kota Baru</i> strengthens the local economy.	0.736				

Construct and Measurement Items	λ	α	CR (qa)	CR (qc)	AVE
SVA3: Purchasing <i>Pukis Kota Baru</i> helps create jobs in the community.	0.731				
SVA4: Buying <i>Pukis Kota Baru</i> supports local farmers and SMEs.	0.784				
SVA5: Consumption of <i>Pukis Kota Baru</i> supports sustainable food distribution through shorter supply chains.	0.759				
SVA6: <i>Pukis Kota Baru</i> is produced using environmentally friendly methods.	0.764				
SVA7: <i>Pukis Kota Baru</i> packaging uses eco-friendly natural materials.	0.706				
SVA8: Raw materials of <i>Pukis Kota Baru</i> are sourced locally, reducing carbon emissions.	0.775				
SVA9: <i>Pukis Kota Baru</i> uses minimal or no harmful chemicals.	0.772				
SVA10: Consuming <i>Pukis Kota Baru</i> contributes to environmental sustainability and biodiversity.	0.744				
SVA11: Consuming <i>Pukis Kota Baru</i> helps preserve Indonesian culinary culture.	0.700				
SVA12: <i>Pukis Kota Baru</i> offers an authentic and distinctive culinary experience.	0.784				
SVA13: Consuming <i>Pukis Kota Baru</i> strengthens connections with local culture.	0.809				
SVA14: Enjoying <i>Pukis Kota Baru</i> with close ones creates a sense of togetherness and intimacy.	0.750				
Hedonic Value (Kristia et al., 2024)		0.855	0.858	0.896	0.633
HEV1: I enjoy the taste of <i>Pukis Kota Baru</i> .	0.789				
HEV2: Tasting <i>Pukis Kota Baru</i> is an enjoyable experience.	0.788				
HEV3: <i>Pukis Kota Baru</i> adds variety and character to my diet.	0.799				
HEV4: Trying different flavours of <i>Pukis Kota Baru</i> is an exciting culinary adventure.	0.849				
HEV5: Culinary tourism with <i>Pukis Kota Baru</i> is part of my interest.	0.751				
Utilitarian Value (Kristia et al., 2024)		0.906	0.910	0.930	0.728
UTV1: <i>Pukis Kota Baru</i> meets my daily nutritional needs.	0.798				
UTV2: <i>Pukis Kota Baru</i> is easily found near my residence.	0.860				
UTV3: The price of <i>Pukis Kota Baru</i> is affordable for me.	0.862				
UTV4: <i>Pukis Kota Baru</i> provides sufficient satiety.	0.880				
UTV5: <i>Pukis Kota Baru</i> provides enough energy for my daily activities.	0.862				
Consumption Intention (Kristia et al., 2024)		0.920	0.923	0.940	0.759
CIN1: I intend to purchase <i>Pukis Kota Baru</i> in the future.	0.910				

Construct and Measurement Items	λ	α	CR (qa)	CR (qc)	AVE
CIN2: I prefer foods with local flavours such as <i>Pukis Kota Baru</i> .	0.893				
CIN3: I intend to purchase <i>Pukis Kota Baru</i> processed traditionally.	0.908				
CIN4: I am interested in buying <i>Pukis Kota Baru</i> made with local spices.	0.832				
CIN5: I intend to buy <i>Pukis Kota Baru</i> from producers who use traditional recipes.	0.808				

Note: λ = factor loading, α = Cronbach's alpha, CR (qa) = construct reliability (alternative), CR (qc) = composite reliability, AVE = average variance extracted.

Source: SmartPLS 4.0 Output (2025)

Based on the results presented in Table 2, convergent validity was evaluated using three key statistical indicators, namely outer loadings, Average Variance Extracted (AVE), and composite reliability (CR). The analysis using SmartPLS 4.0 revealed that all indicators for the five main constructs had loading values above 0.70, indicating that each item made a significant contribution to its respective construct (Kristia et al., 2024). This was further supported by AVE values above 0.50 for all constructs (for example, AVE for Sustainable Value = 0.566, Hedonic Value = 0.633, Utilitarian Value = 0.728), confirming that more than 50% of the variance in the indicators could be explained by their constructs (Hair et al., 2021; Kasmo et al., 2018; Kunaifi et al., 2022).

To ensure internal reliability, two measures were applied: Cronbach's Alpha (CA) and Composite Reliability (CR). The results showed that all CA values exceeded 0.70 and CR values exceeded 0.80. For instance, Food Influencer had CA = 0.857 and CR = 0.903, while Consumption Intention had CA = 0.920 and CR = 0.940. These values indicate that the indicators within each construct demonstrated high internal consistency and reliability in measuring their intended variables (Henseler et al., 2015; Dijkstra & Henseler, 2015).

In addition to convergent validity and reliability, discriminant validity is also a crucial requirement in PLS-SEM. Discriminant validity demonstrates the extent to which different constructs empirically represent distinct concepts. In this study, discriminant validity was confirmed through both the Fornell–Larcker criterion and the HTMT ratio of correlations (Hair et al., 2021; Perkasa & Putra, 2020; Putra, 2018, 2022, 2024a, 2024b; Putra et al., 2020). The results showed that correlations between constructs were lower than the square root of the AVE for each construct, indicating that each construct was conceptually distinct and did not overlap semantically (Kristia et al., 2024). In other words, Food Influencer, Sustainable Value, Hedonic Value, Utilitarian Value, and Consumption Intention were confirmed as empirically distinct constructs.

Overall, the results indicate that all constructs in the model met validity and reliability criteria. The instrument used in this study was able to measure constructs accurately and consistently, with clear conceptual distinction between variables. Thus, the measurement model was deemed appropriate and valid for further testing of the structural model, including hypothesis testing and analysis of causal relationships between variables.

Structural Model Evaluation

Once the measurement model met validity and reliability requirements, the next step was evaluating the structural model to test its predictive strength and overall model fit. In this study, the evaluation was conducted by examining the values of R-square (R^2), Q-square (Q^2), and model fit indices such as SRMR, NFI, and chi-square statistics, as recommended in PLS-SEM approaches (Hair et al., 2021; Putra, Harista, et al., 2024).

The R-square values indicate the proportion of variance in endogenous constructs explained by exogenous constructs. The analysis showed that the R-square value for Consumption Intention was 0.731. This result means that 73.1% of the variance in the intention to consume Pukis Kota Baru was explained by Hedonic Value, Utilitarian Value, Food Influencer, and Sustainable Value. This value is considered high, indicating substantial predictive power (Chin, 1998; Putra, Prasetya, et al., 2024; Putra & Ardianto, 2022; Rinaldi & Sunaryo Putra, 2022). Meanwhile, Hedonic Value had an R-square of 0.598, and Utilitarian Value had 0.678, indicating that more than 50% of the variance in both mediating constructs was explained by the relevant exogenous variables.

The Q-square (Stone–Geisser's Q^2) values were used to measure predictive relevance. A Q^2 value greater than zero indicates strong predictive relevance. In this study, the Q^2 for Consumption Intention was 0.550, Hedonic Value 0.371, and Utilitarian Value 0.487—all above the minimum threshold, confirming the model's predictive relevance (Hair et al., 2021; Henseler et al., 2015).

For overall model fit, several indices were assessed, including the Standardised Root Mean Square Residual (SRMR), Normed Fit Index (NFI), as well as d_ULS and d_G statistics. The SRMR for the saturated model was 0.076 and for the estimated model 0.079, both below the 0.08 threshold, indicating a good fit (Henseler et al., 2015). The NFI value for the estimated model was 0.998, far exceeding the 0.90 threshold, which further confirms the excellent model fit. Meanwhile, the chi-square statistic (6209.662) along with d_ULS = 3.528 and d_G = 1.945 remained within acceptable ranges for a model of this size and complexity. Overall, the structural model evaluation indicates that the model demonstrated high predictive power, strong predictive relevance, and a good fit with the empirical data. These results provide strong justification for proceeding with hypothesis testing and interpreting the causal relationships within the theoretical framework.

Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure with 5000 resamples via SmartPLS 4.0 (Figure 2 and Table 3). The results demonstrated both direct and indirect relationships among the constructs. Overall, the findings provide insights into how food influencers and sustainability value influence consumption intention, both directly and through hedonic and utilitarian value as mediators. The results for H1 showed that food influencers had a positive and significant effect on consumption intention, with a path coefficient (β) of 0.236, $t = 5.135$, and $p = 0.000$. This indicates that the stronger the influence of food influencers, the greater the consumer's intention to purchase Pukis Kota Baru. Similarly, the direct effect of sustainability value on consumption intention (H2) was also significant, with $\beta = 0.319$, $t = 5.704$, and $p = 0.000$,

suggesting that consumers have stronger intentions when traditional foods embody sustainability values.

Food influencers were also found to significantly shape hedonic value (H3), with $\beta = 0.230$, $t = 4.048$, and $p = 0.000$. The effect of sustainability value on hedonic value (H4) was particularly strong, with $\beta = 0.568$, $t = 9.873$, and $p = 0.000$. These findings indicate that both influencer narratives and sustainability messages can enhance the emotional and pleasurable aspects of consumption. In the case of utilitarian value, food influencers (H5) had a significant effect ($\beta = 0.223$, $t = 4.933$, $p = 0.000$), while sustainability value (H6) had a very strong effect ($\beta = 0.625$, $t = 14.241$, $p = 0.000$). This shows that consumers respond to sustainability not only emotionally but also in terms of practical and functional benefits.

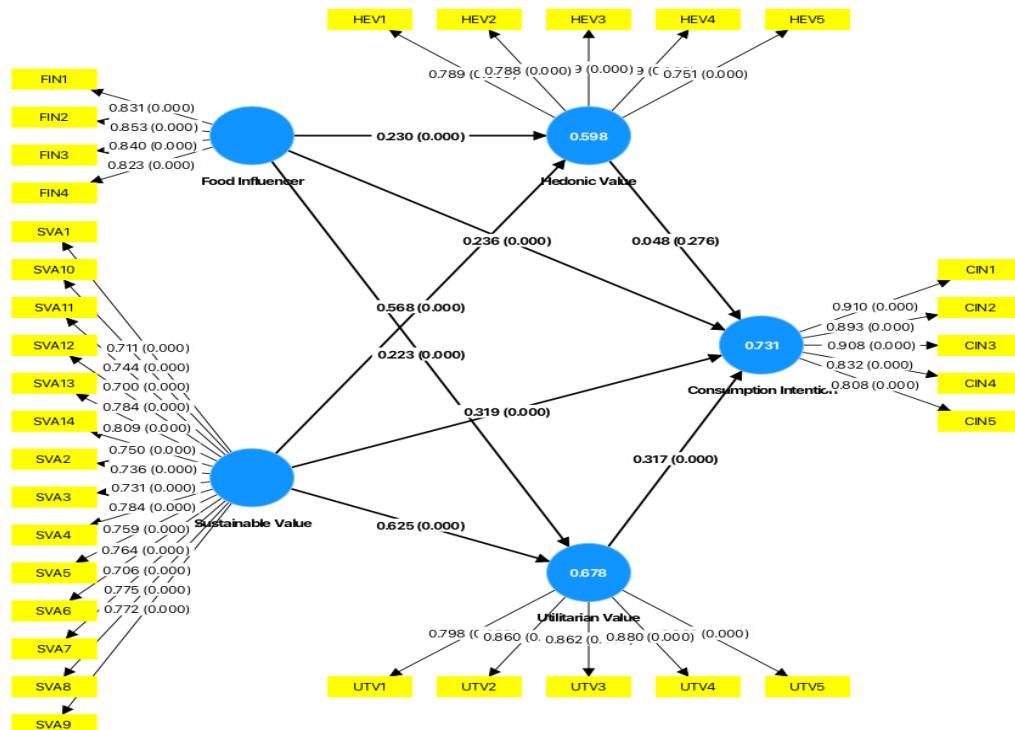


Figure 2. Bootstrapping Results.

In contrast, the effect of hedonic value on consumption intention (H7) was insignificant, with $\beta = 0.048$, $t = 1.089$, and $p = 0.276$. This suggests that while enjoyment is experienced, it is insufficient to translate into actual behavioural intention. Conversely, utilitarian value had a significant effect on consumption intention (H8), with $\beta = 0.317$, $t = 5.577$, and $p = 0.000$, confirming that considerations of usefulness and practicality are more dominant than emotional aspects in driving consumption decisions.

The mediation tests revealed that the indirect effect of food influencer on consumption intention through hedonic value (H9) was not significant ($\beta = 0.011$, $t = 0.978$, $p = 0.328$), nor was the effect of sustainability value through hedonic value (H10), which was also insignificant ($\beta = 0.027$, $t = 1.097$, $p = 0.273$). These results indicate that hedonic value is not an effective mediator in

bridging the influence of these exogenous variables on consumption intention. By contrast, utilitarian value was confirmed as a significant mediator. The indirect effect of food influencer on consumption intention through utilitarian value (H11) was significant with $\beta = 0.071$, $t = 3.485$, and $p = 0.000$, while the effect of sustainability value through utilitarian value (H12) was also significant and strong, with $\beta = 0.198$, $t = 5.176$, and $p = 0.000$.

Table 2. Hypothesis Testing

Path Relationship	β	t	p
H1: Food Influencer → Consumption Intention	0.236	5.135	0.000
H2: Sustainable Value → Consumption Intention	0.319	5.704	0.000
H3: Food Influencer → Hedonic Value	0.230	4.048	0.000
H4: Sustainable Value → Hedonic Value	0.568	9.873	0.000
H5: Food Influencer → Utilitarian Value	0.223	4.933	0.000
H6: Sustainable Value → Utilitarian Value	0.625	14.241	0.000
H7: Hedonic Value → Consumption Intention	0.048	1.089	0.276
H8: Utilitarian Value → Consumption Intention	0.317	5.577	0.000
H9: Food Influencer → Hedonic Value → Consumption Intention	0.011	0.978	0.328
H10: Sustainable Value → Hedonic Value → Consumption Intention	0.027	1.097	0.000

In total, nine out of twelve hypotheses were supported, while three were rejected. These findings clarify that utilitarian value plays a more dominant role than hedonic value in mediating the influence of food influencers and sustainability value on consumption intention for traditional food products such as *Pukis Kota Baru*. This has important implications for sustainability-based and content-driven marketing strategies, which should not only emphasise emotional appeal but also highlight the practical benefits of the product to consumers.

This result is in line with the Stimulus–Organism–Response (SOR) theory, as previously discussed. External factors, such as influencer content and sustainability messages, are shown to influence consumer value perceptions and behavioural intentions. Support for hypotheses H1 and H2 aligns with the findings of Kristia et al. (2024), who reported that young Indonesian consumers respond positively to influencer-recommended products when those products also embody strong sustainability values. Similarly, Lu'lu et al. (2024) highlighted that influencers shape purchase decisions through visual and emotional approaches, while Ahmad et al. (2021) emphasised the importance of economic, social, and ecological values in shaping preferences for local products.

The study also reveals that food influencers and sustainability value significantly influence both hedonic value and utilitarian value. This finding is consistent with SOR theory and supported by Gluchowski et al. (2021) and Song and Kim (2015), who showed that promotional stimuli can elicit both emotional (hedonic) and functional (utilitarian) responses among consumers. However, only utilitarian value was found to have a significant impact on consumption intention, whereas hedonic value neither had a direct effect nor functioned as a mediator.

The insignificance of hedonic value in influencing consumption intention (H7, H9, and H10) offers critical insight, although consumers experience enjoyment when consuming Pukis Kota Baru, such pleasure does not necessarily translate into purchase intentions. This may be because, in the context of traditional foods, consumers in Jakarta place greater emphasis on practical benefits such as affordability, accessibility, and nutritional value, especially given the competitive landscape with modern food options and the functional needs of urban lifestyles. This suggests that traditional foods consumed on a routine basis may be more strongly driven by rational considerations such as price, availability, and nutritional benefits. This finding corresponds with Pérez-Villarreal et al. (2020) and Teng and Wu (2019), who observed that utilitarian value plays a stronger role in driving consumption decisions for food products.

The results further support the Theory of Planned Behavior (TPB), where utilitarian value can be linked to perceived behavioural control—that is, consumers' perceptions of the ease and benefits associated with purchasing products (Ajzen, 1991; Qi & Ploeger, 2021). Practical attributes offered by Pukis Kota Baru, such as affordability, adequate nutrition, and accessibility, lead to stronger consumption intentions compared to reliance on emotional satisfaction alone.

The significant mediating role of utilitarian value in the influence of food influencers (H11) and sustainability value (H12) on consumption intention shows that influencer messages and sustainability narratives are more effective when presented with emphasis on tangible benefits. Influencers who highlight not only enjoyment but also nutritional content, selling locations, or natural ingredients are more successful in shaping consumption intentions. This corresponds with the recommendations of Arroyo et al. (2020) and Akinola et al. (2020), who argued that a combination of emotional and functional messaging is more effective in encouraging consumer behaviour.

Overall, the results of this study support both SOR and TPB in explaining how modern stimuli such as influencer endorsements and sustainability campaigns shape psychological responses and consumer behaviour. At the same time, the findings highlight that functional (utilitarian) value exerts a stronger influence than emotional (hedonic) value, particularly in the context of traditional food consumption, which competes with modern fast-food alternatives. Therefore, communication strategies for traditional foods should balance engaging visual narratives with practical and sustainability-oriented messaging to cultivate long-term consumer loyalty.

CONCLUSION

This study aimed to examine the effect of food influencers and sustainability value on consumption intention toward the traditional food Pukis Kota Baru, with hedonic value and utilitarian value as mediating variables. Based on SEM-PLS analysis of 259 respondents in DKI Jakarta, the findings show that both food influencers and sustainability value have a significant direct impact on consumption intention. This indicates that the visual narratives of influencers and sustainability messages can directly stimulate consumer purchase intentions. These findings confirm the relevance of the Theory of Planned Behavior and Stimulus–Organism–Response, while contributing to the literature on sustainable consumption behaviour in the digital era.

From an academic perspective, this research addresses a notable gap in the literature by developing an integrative model that combines behavioural theory with digital marketing approaches, specifically within the under-researched context of sustainable traditional food products in Indonesia. For example, previous studies have typically focused on either influencer marketing or sustainability in isolation, but this study uniquely examines their combined effect and the mediating role of utilitarian value.

From a practical perspective, the findings provide actionable insights for MSMEs and marketers, they can design communication strategies that not only highlight the visual appeal of products through influencer content but also emphasise functional benefits such as affordability, nutritional value, and the use of eco-friendly local ingredients. By integrating these elements, businesses can more effectively build long-term consumer loyalty for Indonesian traditional foods, as demonstrated by the case of Pukis Kota Baru.

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