The Effect of Perceived Usefulness, Trust and Visual Information on Attitude and Purchase Intention of Instagram Food Blogger

Vika Gustyana Mulyani[1], Moh Farid Najib[1], Alexandre Desausa Guteres[2]

[1]Department of Business Administration, Politeknik Negeri Bandung, Indonesia
[3]Fakultade Ekonomi, Universidade Da Paz, Timor Leste
Correspondence author: mohfaridnajib@polban.ac.id

ABSTRACT:

Bandung is one of culinary cities in Indonesia that continues to show the growth of restaurant businesses. It provides intense competition for the culinary industries to keep the businesses alive. The consumer trend itself changes to *how-to* learning company through the choice of article, for example the use of Instagram. This study thus aims to identify the influence of Instagram food blogger elements namely perceived usefulness, trust, and visual information on consumer buying attitudes and their purchase intentions. To test the proposed model, this study applies variance-based structural equations Partial Least Squares (PLS) modeling with 200 Instagram food blogger who are recommended by the readers in Bandung, Indonesia as the samples. The results show all variables have positive effects on attitudes and purchase intention. In contrary, perceived usefulness does not give significant effect on purchase intention. As a follow-up on the results of the study, the managerial implication of these findings is discussed.

Keywords:
Instagram Food Blogger, Perceived Usefulness, Trust, Visual Information, Attitude, Purchase Intention.

1. INTRODUCTION

Bandung is popular for many labels, and culinary is one of the labels that fit recently as the culinary industries in this city has grown rapidly. As narrated from Pikiran Rakyat newspaper, in 2015, Bandung is officially designated by the Ministry of Tourism of the Republic of Indonesia as the culinary destination in Indonesia (Septiawan, 2015). This privilege is obtained due to the heterogeneity of Bandung people who come from different cultural backgrounds and different tastes. This background then creates opportunities for the culinary entrepreneurs to meet the needs and desires of the community (Oda, 2012). Since 2012, the amount of the restaurant in Bandung continues to increase. In 2016, there are 795 restaurants that join the culinary industry (BPS-Kota Bandung, 2016). The growing number of restaurants is not only driven by the community needs, but it is also due to the technological advances that make the process of information submission to the consumer gets easier. However, this behavioral change is followed by the increase of savvy consumers, especially in the internet era. The Daily Infographic Report show that 70% of the consumers nowadays learn about a company through articles than through advertising (Daniel, 2018). This phenomenon proves that consumer behavior experiences changes in purchasing and consuming products. Consumers are currently trying to minimize the risks that could have occurred to them through the experiences of others who shared the stories. For example, millennials in Indonesia have started asking for a restaurant assessment before they make a visit and 65% of this assessment comes from Instagram (Belle, 2016).

In Bandung, there is a community of food bloggers called Bandung Foodies who actively share reviews about restaurants and food through Instagram. Based on the definition, food bloggers are people who write and share their experiences about food on a blog (Hanifati, 2015). There are 15 accounts joined as the members of this community, namely *Dunia Kuliner Bandung* (@dunia_kulinerbdg), Bandung Eatery (@Bandung_Eatery), Bandung Food & Society (@bdgsociety), *Makan Sampai Kenyang* (@makansampaikenyang), and *Makan Pake Receh* (@makanpakereceh). Along with the tight competition and the growth of consumer trend, the company in the culinary industry should begin to be aware of the Instagram food blogger's role as new promotional strategies that considered to be more efficient.

Several researchers have proven that the blogger's recommendations can fill the gap between bloggers and businesses. Ing & Ming (2018) stated that blogs have the power as an effective integrated communication tool because reviews from fellow consumers are more trusted by other consumers compared to the information provided by companies on their websites (Lee & Koo, 2012) 2012). Thus, according to 2014, if consumers trust a blogger's recommendation and have a positive attitude toward it, they will intentionally form the intent to purchase the product that recommended by the blogger.

Although there has been a lot of research on the blogger's recommendation towards the consumer's intention to purchase, research on the influence of bloggers who are focus on the use of social media is still inadequate. Therefore, this study aims to examine the influence of Instagram food bloggers on consumer attitudes and their purchase intention. To fill the gaps, visual information will be added to customize the elements of the blog (the perceived usefulness and trust with the characteristics of Instagram which is most widely used to share the photos (Greenwood et al., 2016). The research focuses on Bandung context as the

samples are also taken from Instagram users and recommended Instagram food blogger in Bandung. Finally, the study will present the implications for the marketers to use Instagram food bloggers recommendations as the communications tools for their restaurants, particularly in designing the advertising content in Instagram to be precisely hit on the target.

2. LITERATURE REVIEW

2.1 Advertising Effectiveness, Attitude, and Purchase Intentions

Marketing effectiveness concentrates in the actual contribution to a business or brand (Wells, 2014). Advertising effectiveness assesses in how big the impact of an advertisement to the process of formulating the memory, attention, attitude, and behavior of consumers (Sallam & Wahid, 2012). Based on this understanding, it can be concluded that advertising effectiveness relates on how big the impact of advertising on contributing to company or brand through the process of formulating the memory, attention, attitude, and behavior of consumers. Advertising effectiveness can be measured through the attitudes of advertising and purchasing behavior (Mansour & Diab, 2016).

Attitude refers to someone tendency toward other people, things, or conditions that were persistent predictably and coherently through someone activities explicitly (Chun-Hsing, 1986). In blog context, attitude is the extent to which readers of a blog develop positive feelings about the information that has been written by bloggers (Hanifati, 2015). Based on those understanding, the attitude towards the recommendation of bloggers can be interpreted as a tendency and belief of readers regarding the information written by bloggers that will have an impact on his feelings and his activities consistently.

Purchase intention is seen as a conscious consumer plan or intention to buy a product (Spears & Singh, 2004). In blogging context, purchase intention refers to how much the reader believes that reading recommendations from bloggers can increase their knowledge of a product or service (Hsu et al., 2013). Quality communication that is provided by a blogger can create more positive attitude towards the blog and also affect the desire of consumers to buy products that are recommended by bloggers (Fiore et al., 2005). If more consumers have the interests on the recommendation of the blogger and see them as a good, positive and beneficial value, then it leads to the greater chances of them to have the desire of buying the recommended products (Ing & Ming, 2018). The recommendation from Instagram bloggers who are also part of the social media advertising may give consumers a higher involvement in the brand message and increase the information search effort which ends to the intention to buy the products (Lu et al., 2014).

A positive relationship between attitude and purchase intention has been proven by many previous studies (Hsu et al., 2013; Ing & Ming, 2018). In this study, purchase intention is defined as the desire of consumers to visit the restaurant. Based on the literature, the following hypotheses are to be submitted:

H1: Attitude towards the recommendation of Instagram food blogger will positively affect the intention of consumers to visit the restaurant.

2.2 Perceived Usefulness

Technology Acceptance Model (TAM) was first developed by Davis in 1986 to predict the acceptance and the use of new technology (Hsu et al., 2013). One of the major dimensions of TAM is the capability of determining the basis of IT related to perceived usefulness (PU). Perceived usefulness is the level of someone confidence level using a particular system which can improve its performance (Davis, 1985). It is assessed as a medium between social media attributes and the use of competencies (Yang & Brown, 2015). The strength of the relationship between the quality of online reviews with its user interest is determined by the number of benefits received by the users (Park et al., 2007). The efforts on searching information, opinions, and recommendations from blogger's views are considered to be more reliable and useful to the consumer (Wu & Lee, 2012) since bloggers are accepted as well-informed people, as well as their neutralities and non-commercial values about certain products.

Many studies have proved that perceived usefulness can influence consumer attitudes (Guritno & Siringoringo, 2013; Marakarkandy et al., 2017). In addition to influencing the attitude, perceived usefulness also directly affects the consumer behavior (Hanifati, 2015). Perceived usefulness votes can be used as an indicator to determine the purchase in the future because it is considered as the diagnostic lenses towards the interest and the use of the influence (Awa et al., 2015). In social media context, perceived usefulness is an indicator of the behavior of real social media usage (Rauniar et al., 2014). In this study, perceived usefulness is defined as how the recommendation of Instagram food blogger can give benefit for consumers to find the restaurant recommendations and have an impact on the attitude and intention on their purchasing. Therefore, the following hypotheses will be submitted:

H2a: Perceived usefulness will give positive attitudes towards Instagram food blogger recommendations on the readers choices towards restaurant.

H2b: Perceived usefulness will affect positively on purchase intention of Instagram food blogger recommendations on the readers decision to visit the restaurant.

2.3 Trust

Trust is believed to be the individual belief against the expectation of profitability for him that will be conducted by others based on the previous interaction (Gefen, 2000). Trust is also defined as the expectations of the ordinary behavior, honest and cooperative person based on existing norms and values (Fukuyama, 1995). Blogs are tagged as a credible source of information than other sources because of the spread through the word of mouth (Hsu et al., 2013). Trust, in the context of the blog, is translated as the hope from the blog reader regarding the ability of bloggers in writing down the information and positive intentions to share such information (Colucci & Cho, 2014). Consumers put more trust on other consumers' statements rather than on a statement which is issued by companies to evaluate the products or services before they make a purchasing decision (Lu et al., 2014). Thus, the recommendation of bloggers will tend to be more favorable if the trust is involved (Ing &

Ming, 2018). The positive effects brought by the trust will also help consumers to develop a positive attitude toward the behavior (Casaló et al., 2011). According to the literature, the following hypotheses are suggested:

H3a: Trust positively affects attitude of Instagram food bloggers recommendations on the readers choices towards restaurant.

H3b: Trust positively affects the intention of Instagram food bloggers recommendation on the readers decision to visit the restaurant.

2.4 Visual Information

In the decision-making process, human beings in general are looking for visual information aside from verbal or textual information (Abdullah et al., 2016). Visual information is interpreted as a pictorial representation of a product (Kim & Lennon, 2008). Visual information is usually used as supporting information that helps conveying the intent of writing. Indirectly, these elements also influence the way of consumers in viewing the products, services, brands, and companies (Fahmy et al, 2014). Instagram can attract the attention of consumers by visually intriguing them in the beginning, then continues to the pleasurable feelings and give usability to users (O'Brien, 2010). The combination of the use of visual, audio, and text votes can attract and encourage consumers in the process of linking the intrinsic interest, motivation, and interest/curiosity (Jaakonmäki et al., 2017). In the context of blogging, as one part of the e-WOM, a visual attraction can change beliefs regarding recommended products and services (Kim & Lennon, 2008)(Y. Wang & Rajagopalan, 2015). One of them is in the recommendation of a food blogger. Through images, consumers have more impression on a restaurant that leads to their traffic levels to rise (H.-Y. Wang, 2011).

The effect of visual information on attitude and purchase intention has been approved in many studies (Poor et al., 2013; Shaouf et al., 2016a). Visual design can increase the value of aesthetics that will give a more positive response to consumers mind (Cyr et al., 2009) Moreover, photo can also make consumers intention to purchase to be increased through the emotional feeling after seeing the picture (Shiratuddin et al., 2003). Based on the above understanding, the following hypotheses are to be submitted:

H4a: Visual information positively affects the attitude of Instagram food bloggers recommendations on the readers choices towards restaurant.
H4b: Visual information positively affects the intention of Instagram Food Bloggers recommendations' readers to visit the restaurant.

Literature review and discussion of the principles of hypothesis development for this research model can be seen in Figure 1.
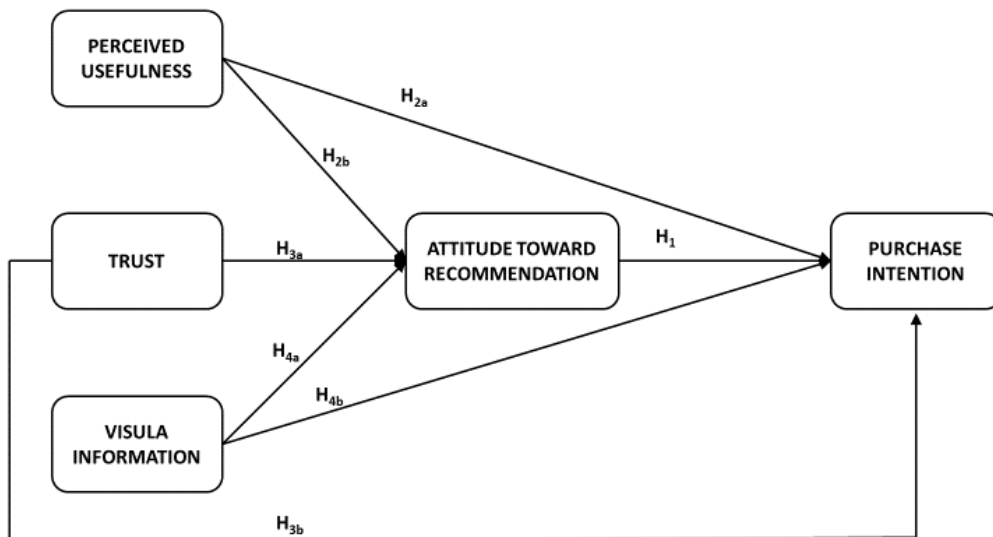
Figure 1. Research Model

3. METHODS

All research instruments used in this study have been adopted from the following research. First, this study adopts the perceived usefulness of recommendation (Ing & Ming, 2018) consisting of improved performance, increased effectiveness, usefulness, and help to understand. Second, trust was measured by four items: list of true information, honest recommendations, trusted value, and reliable value (Ing & Ming, 2018). Third, the visual information comprised of these measurements: interesting, professional, well designed, useful, and fun (Cyr et al., 2009). Fourth, attitude toward recommendation was assessed by well, positive, like, and pleasant (Hsu et al., 2013; Ing & Ming, 2018). Fifth, purchase intention was assessed by consideration, choice, visit, and recommendation (Plotkina & Munzel, 2016).

To test the proposed model, this study uses primary data obtained from Instagram users in Bandung, which once had the experience of reading recommendations of Instagram food bloggers. The test was done by using the questionnaire. Each indicator was measured by a 5-point Likert-type scale (1 is very dissatisfied and 5 is very satisfied). The questionnaire was tested first to get the feedback on the clarity and appropriateness of questions to make sure that the research objectives can be achieved. A pretest was conducted by asking 20 samples to complete the survey. In pretest, they were asked about their opinion when they read the questions and instructions in the questionnaire. Based on this process, there is no adjustment because the questionnaire is considered clear. Further testing was done by using the reliability and validity of the partial least square (PLS) and after fulfilling the minimum value, the major distribution was started.

The data collected from the questionnaire distribution process amounted to 220 questionnaires and produce 200 questionnaires. According to (Hair et al 2014), the minimum sample size that can be processed by using the partial least square (PLS) is ten times of the highest number of indicators which is used to measure one of the constructions. Since the number of indicators used to measure the highest invalid constructs in this study was four (e.g., perceived usefulness), the sample size required for this study is fulfilled

4. RESULTS

4.1 Description of the Respondents

The profile of respondents in this study is illustrated in Table 4.1. Most of the blogger's readers are women at 61%, while men are only 39%. Most readers of this recommendation range between ages 18 to 24. This is acceptable because it is in line with CNN reports (2016) that Instagram users are still dominated by users aged 18 to 24 years and female. For education level, readers of Instagram food blogger recommendations in this study are still dominated by high school level.

Table 1. Demographic characteristics of the respondents

Variables	Description	Frequency	%
Gender	Male	78	39
	Female	122	61
Age	18-24	166	83
	25-34	19	9.5
	35-44	15	7.5
Education	High School	89	44.5
	Associate's Degree	40	20
	Bachelor's Degree	52	26
	> Bachelor's Degree	19	9.5

4.2 Measurement Model

Before testing the model, a validity and reliability test of the construct is needed. To test the validity, this study uses factor loading and average variance extracted (AVE). The item is declared as a valid item if its value based on the meeting of the above standard cut-off level of 0.5 (Anderson & Gerbing, 1988). Meanwhile, the AVE value must be higher than the 0.5 cut-off value (J. Hair et al., 2017). Validity is also judged by the correlation found in the Fornel-Lacker criterion where the correlation value of the variable with its own is greater than the correlation value with another variable (Fornell & Larcker, 1981). Whereas for reliability testing, the measurements based on composite reliability values must exceed 0.7 (J. Hair et al., 2017). Based on these criteria, this study has fulfilled the requirements regarding the evaluation of model measurements (see table 2 and table 3).

<div align="center">**Table 2**. Loading, Composite Reliability, Average Variance Extracted</div>

Construct/Item	Loading	CR	AVE	Cronbach's Alpha
Perceived Usefulness		0.854	0.595	0.771
Improved Performance	0.746			
Increase Effectiveness	0.837			
Useful	0.813			
Help Understanding	0.680			
Trust		0.889	0.667	0.833
The information listed is true as it is	0.785			
Honestly made recommendations	0.794			
Can be trusted	0.854			
Reliable	0.830			
Visual Information		0.861	0.608	0.786
Interesting	0.808			
Professional and well designed	0.745			
Useful	0.729			
Overall, fun	0.833			
Attitude		0.865	0.615	0.791
Well	0.770			
Positive	0.779			
Like	0.768			
Pleasant	0.819			
Purchase Intention		0.826	0.546	0.720
Consider	0.827			
Choose	0.659			
Visit	0.800			
Recommend	0.653			

<div align="center">**Table 3.** Fornel- Lacker Criterion</div>

	Attitude	Perceived Usefulness	Purchase Intention	Trust	Visual Information
Attitude	0.784				
Perceived Usefulness	0.538	0.771			
Purchase Intention	0.657	0.473	0.739		
Trust	0.553	0.370	0.528	0.817	
Visual Information	0.528	0.505	0.513	0.415	0.780

Furthermore, the Goodness of Fit (GoF) assessment is needed to ensure the suitability of the structural model (Tenenhaus et al., 2005). The limit for evaluating outcomes from the GoF analysis is small (0.02), medium (0.25), and large (0.36) (J. F. Hair et al., 2014). Table 4 describes that the GoF value of this study is 0.663. This means that the GoF value in this study is in a large category so that the proposed model has good quality (Daryanto et al., 2010). For the quality of the model itself, the assessment is based on its ability to predict endogenous constructs through the following criteria. The first is coefficient of determination (R^2), which

is a measure of the predictive accuracy of the model, while cross-validated redundancy (Q^2) is a measure of the predictive relevance of inner models, and path coefficients is a value that represents the relationship of variables in the hypothesis that connects constructs (J. F. Hair et al., 2014). Furthermore, the coefficient of determination (R^2) becomes the percentage variation of exogenous variables predicted by predictor (Hair, JR., Anderson, R.E., Ronald, L.T, and William, 2010). According to Table 4, trust, visual information and perceived usefulness can predict attitudes by 47.3% and purchase intention by 50.3%.

Table 4. GOF (AVE & R Square)

Variable	AVE	R^2
Trust	0.667	
Visual Information	0.608	
Perceived Usefulness	0.595	
Attitude	0.615	0.473
Purchase Intention	0.546	0.503
Average Score	0.6062	0.7245
AVE x R^2		0.439
GoF = √(AVE X R^2)		0.663

Table 5. Path Coefficient

Path	Coefficient	T-value
Attitude -> Purchase intention	0.407	6.000**
Perceived Usefulness -> Attitude	0.290	4.705**
Perceived Usefulness -> Purchase intention	0.097	1.449
Trust -> Attitude	0.348	5.089**
Trust -> Purchase intention	0.198	3.026**
Visual Information -> Attitude	0.237	4.231**
Visual Information -> Purchase intention	0.167	2.410**

*significant at p<0,05

Furthermore, an assessment of the significance of the path coefficient and hypothesis testing was carried out. Bootstrapping method is used to test the path coefficient. J. F. Hair et al.(2011) suggest to use 5000 bootstrap samples. Critical t-values for the two-tailed test: 1.65 (significance level = 0.1), 1.96 (significance level = 0.05), and 2.58 (significance level = 0.01) (J. F. Hair et al., 2011). Table 5 reports the hypothesis test of the study. Perceived usefulness has a coefficient of 0.290 and 0.097 with a t-value of more and less than 1.96 for tourist satisfaction and loyalty. Thus, H1a can be accepted while H1b is rejected. Meanwhile, trusts have a coefficient of 0.348 and 0.198 with a t-value of more than 1.96 for tourist satisfaction. Thus, H2a and H2b can be proven. On the other hand, visual information has a coefficient of 0.237 and 0.167 with a t-value of more than 1.96. This means that H3a and H3b are accepted. Furthermore, the attitude has a coefficient value of 0.407 with a t-value of more than 1.96. These results prove that attitude has a significant effect on purchase intention. In other words, it can be stated that H4 is accepted.

Based on the above Table 5, it can be concluded that the relationship between the tested model can be seen in Figure 2.
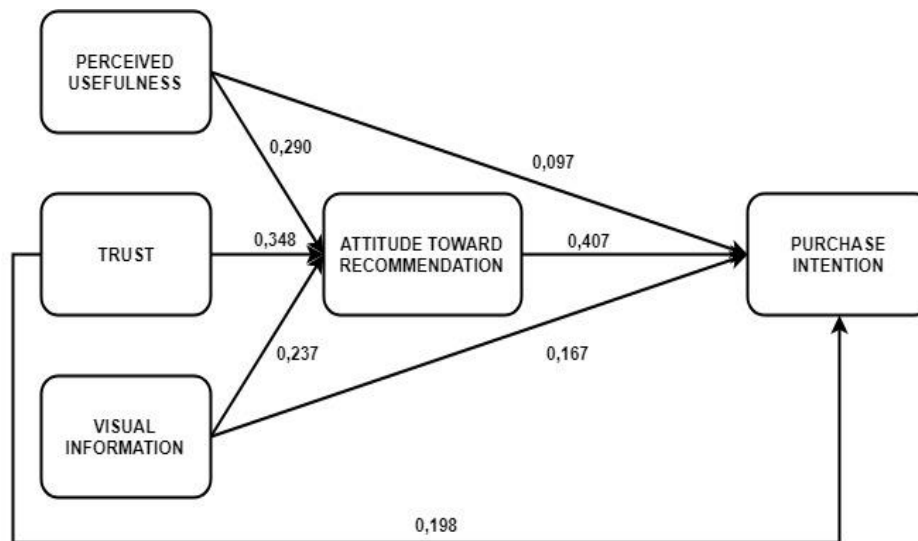

Figure 2. Summary of Tested Model

5. DISCUSSION

This study aims to identify the effect of perceived usefulness, trust, and visual information (as an element of Instagram Blogger) on consumer attitudes and intentions in visiting restaurants. From all analysis tests, almost all variables have significancy towards consumer attitudes and purchase intention, while perceived usefulness does not show a positive effect on purchase intention.

First, as expected, perceived usefulness has a positive influence on consumer attitudes. This finding is in line with the previous research (Hsu et al., 2013) that the use of blogger recommendations encourages customers' purchase intention. The recommendation of the blogger who is present as a help for the purchasing process is the reason why perceived usefulness affects consumer attitude. Consumers often find it difficult to judge a product advertised online, especially those related to food. Consumers, therefore, need extrinsic cues to provide ratings, such as user experience, feedback, or product reliability (Ho et al., 2015) which they indirectly get from reading Instagram food bloggers recommendations. In the end, this recommendation can help consumers to improve the effectiveness, performance, and understanding of the product (Ing & Ming, 2018) when visiting a restaurant.

Second, it is a fact that perceived usefulness does not have a direct influence on purchase intention. This is also happened in the previous studies. The usefulness of a recommendation does not entirely determine consumer purchase intention. This is because the decision to visit a restaurant advertised online is a complex decision that each gives uncertainty and risks to readers (Hsu et al., 2013). Consumers often avoid these uncertainties and prefer to delay the consumption of products until a certain time. Having the usefulness to restaurant selection is not enough for consumers to get a decision to visit the restaurant, the influence of other things is needed to strengthen the decision.

Third, trust has a direct influence on attitude. This finding is in line with the previous research (Hsu et al., 2013; Ing & Ming, 2018) where trusts are considered as an important indicator for determining consumer attitudes. Bloggers are considered as a reliable source since bloggers are seen as an expert and can increase the level of trust (Halvorsen et al., 2013). When a food blogger has expertise in reviewing a restaurant along with the food it tastes, it helps the reader to reduce the worries about the risks he gets when he visits the restaurant in the future. Furthermore, trust helps the reader to give a positive attitude towards the product as well as the Instagram food bloggers recommendations themselves.

Fourth, trust has a positive effect to purchase intention. The result of this study is supported by the previous research (Hsu et al., 2013) which stated that trust is considered as an inner feeling that can be developed gradually. Trusts help the recommendations readers to form purchase intention on themselves and to feel what is experienced by the bloggers they follow.

Fifth, visual information affects attitude. The results of this study are supported by the previous research (Shaouf et al., 2016b) which stated that the more attractive the visual appearance, the more it will have an impact on giving more attention and developing a positive attitude towards the information. Instagram food blogger, which provides reviews and photos, and videos, gives its readers interest and desire to get the same experience with the blogger. Visual designs that enhance the impression of aesthetics can produce a greater positive response on consumers mind (Cyr et al., 2009).

Sixth, visual information affects purchase intention. This finding is supported by the previous studies (Goodrich, 2011; Shaouf et al., 2016a) which stated that visual information provides more support for the cognitive effects of individuals to process purchasing decisions. By using photos or videos in the reviews, readers, as the prospects of a restaurant, were helped to imagine the restaurant products and services they will get, and the decision-making process becomes easier because there are references that are more real. This is approved through visual information of a person's feelings that can have a direct impact on the intention of someone's purchase.

Seventh, the attitude has a direct effect on purchase intention. It is in line with the Theory Planned Attitude (TPA) and Theory Planned Behavior (TPB) where attitude is an important indicator that influences purchase intention. This finding is also in line with the previous research (Hanifati, 2015; Ing & Ming, 2018; Lu et al., 2014) stated that the attitude of consumers who have a positive attitude towards blogger recommendations indirectly shapes intention in buying products recommended by the blogger. This is due to the positive attitudes in an online forum which are considered to provide more persuasive communication for readers will indirectly strengthen purchase intention (Tien et al., 2019). The Instagram food blogger account comes with a comment column and a private message feature that can be used to interact with its readers. Currently, the "Instagram-story" and "Live Instagram" feature brings the blogger closer to his followers by giving news about his latest activities. The followers can also respond immediately by participating in the comment column. When more consumers like the recommendations, more consumers will accept blogger recommendations as something good, positive, and fun, and they will be more concerned about buying products that are recommended by the blogger (Ing & Ming, 2018).

6. MANAGERIAL IMPLICATION

This study provides a new understanding to be used as managerial practice for companies in the culinary industry. Companies need to see the Instagram food blogger role to develop their marketing strategies. This study found that perceived usefulness, trust, and visual information had positive effects on consumer attitudes. First, to support the consumer's usefulness of recommendations, companies need to encourage bloggers to provide adequate information about their companies and products such as address, directions, prices, best menu, and others. This will satisfy the consumers with their search results and develops a positive attitude towards blogger recommendations that can also impact a positive attitude towards the product.

Second, trust has a direct effect on consumer attitudes towards blogger recommendations. Further, the trust is assessed to influence purchase intention from the readers of the recommendations. It is based on the reason that trust helps consumers in building their perceptions that such risks predicted will not occur to them. Companies need to find food bloggers who have a good reputation and can establish good communication with their followers. A good reputation can be seen from the number of followers and also the truth of the followers themselves that is not categorized as paid followers. In addition, the company also needs to ensure that the reviews provided by Instagram food blogger look honest and is not part of the company setting. So, it will be more trusted by the consumers and help them in the process of making purchasing decisions.

Third, visual information is also considered as a determinant of a consumer's positive attitude. In line with trust, visual information can affect consumers through feelings that arise by viewing the visuals of an attractive product. Companies need to pay attention to the photos and videos that bloggers use to complete the reviews that look interesting and also aesthetics. The sharpness of the image, the brightness, and circumstances around the object are certain things for bloggers to develop a good perception of the product. Furthermore, uploaded photos and videos must touch the emotional feelings of consumers to immediately buy the recommended products. For example, the use of the effects of smoke or splashes of water will give a dramatic impression on the product as well as building the consumers' curiosity.

7. LIMITATION AND RECOMMENDATION

This study has succeeded in finding Instagram food blogger's influence on attitudes and intentions in visiting the restaurants. Research involving perceived usefulness, trust, and visual information variable and all of these factors are seen from the consumer side. Future research on the effectiveness of advertising also needs to involve consideration of the users of the services they spend in proportion to the feedback they get. Secondly, this research was conducted in Bandung. Further research could be carried out in other areas which might give different results that could be useful for the expansion of knowledge.

8. REFERENCES

Abdullah, D., Hambali, M., Kamal, S. B. M., Din, N., & Lahap, J. (2016). Factors influencing

visual electronic word of mouth (e-WOM) on restaurant experience. *Proceedings of the 3rd International Hospitality and Tourism Conference (IHTC 2016) & 2nd International Seminar on Tourism (ISOT 2016)*, 519–523.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, *103*(3), 411.

Awa, H. O., Ojiabo, O. U., & Emecheta, B. C. (2015). Integrating TAM, TPB, and TOE frameworks and expanding their characteristic constructs for e-commerce adoption by SMEs. *Journal of Science & Technology Policy Management*.

BPS-Kota Bandung. (2016). *Kota Bandung Dalam Angka-2016*. https://bandungkota.bps.go.id/publication/2016/07/15/e1f27d4d9f7cadf8fc33a97a/kota-bandung-dalam-angka-2016.html

Casaló, L. V, Flavián, C., & Guinalíu, M. (2011). Understanding the intention to follow the advice obtained in an online travel community. *Computers in Human Behavior*, *27*(2), 622–633.

Chun-Hsing, C. (1986). Modern psychology. *Tunghua Publication*.

Colucci, C., & Cho, E. (2014). Trust-inducing factors of Generation Y blog-users. *International Journal of Design*, *8*(3).

Cyr, D., Head, M., Larios, H., & Pan, B. (2009). Exploring human images in website design: a multi-method approach. *MIS Quarterly*, 539–566.

Belle. (2016). *At the Restaurant: Survey Report on Indonesian Millennials Restaurant Habit*. https://blog.jakpat.net/at-the-restaurant-survey-report-on-indonesian-millennials-restaurant-habit/.

Daniel. (2018). *The State Blogging Industry 2017*. https://www.dailyinfographic.com/state-of-blogging-industry.

Daryanto, A., de Ruyter, K., & Wetzels, M. (2010). Getting a discount or sharing the cost: The influence of regulatory fit on consumer response to service pricing schemes. *Journal of Service Research*, *13*(2), 153–167. https://doi.org/10.1177/1094670509351566

Davis, F. D. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results*. Massachusetts Institute of Technology.

Fiore, A. M., Jin, H., & Kim, J. (2005). For fun and profit: Hedonic value from image interactivity and responses toward an online store. *Psychology & Marketing*, *22*(8), 669–694.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50.

Fukuyama, F. (1995). Trust: The social virtues and the creation of prosperity. *World and I*, *10*, 264–268.

Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, *28*(6), 725–737.

Goodrich, K. (2011). Anarchy of effects? Exploring attention to online advertising and multiple outcomes. *Psychology & Marketing*, *28*(4), 417–440.

Greenwood, S., Perrin, A., & Duggan, M. (2016). Social media update 2016. *Pew Research Center*, *11*(2), 1–18.

Guritno, S., & Siringoringo, H. (2013). Perceived usefulness, ease of use, and attitude towards online shopping usefulness towards online airlines ticket purchase. *Procedia-Social and Behavioral Sciences*, *81*, 212–216.

Hair, JR., Anderson, R.E., Ronald, L.T, and William, C. B. (2010). *Multivariate Data Analysis* (7th ed.). Prentice-Hall International, Inc.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, *19*(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, *117*(3), 442-458. https://doi.org/https://doi.org/10.1108/IMDS-04-2016-0130

Halvorsen, K., Hoffmann, J., Coste-Manière, I., & Stankeviciute, R. (2013). Can fashion blogs function as a marketing tool to influence consumer behavior? Evidence from Norway. *Journal of Global Fashion Marketing*, *4*(3), 211–224. https://doi.org/10.1080/20932685.2013.790707

Hanifati, A. N. (2015). The impact of food blogger toward consumer's attitude and behavior in choosing restaurant. *International Journal of Humanities and Management Services*, *3*(3), 149–154.

Ho, C.-H., Chiu, K.-H., Chen, H., & Papazafeiropoulou, A. (2015). Can internet blogs be used as an effective advertising tool? The role of product blog type and brand awareness. *Journal of Enterprise Information Management*.

Hsu, C., Lin, J. C., & Chiang, H. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*.

Ing, G. P., & Ming, T. (2018). Antecedents of consumer attitude towards blogger recommendations and its impact on purchase intention. *Asian Journal of Business and Accounting*, *11*(1), 293–323.

Jaakonmäki, R., Müller, O., & Vom Brocke, J. (2017). The impact of content, context, and creator on user engagement in social media marketing. *Proceedings of the 50th Hawaii International Conference on System Sciences*.

Kim, M., & Lennon, S. (2008). The effects of visual and verbal information on attitudes and purchase intentions in internet shopping. *Psychology & Marketing*, *25*(2), 146–178.

Lee, K.-T., & Koo, D.-M. (2012). Effects of attribute and valence of e-WOM on message adoption: Moderating roles of subjective knowledge and regulatory focus. *Computers in Human Behavior*, *28*(5), 1974–1984.

Lu, L.-C., Chang, W.-P., & Chang, H.-H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, *34*, 258–266.

Mansour, I. H. F., & Diab, D. M. E. (2016). The relationship between celebrities' credibility and advertising effectiveness: The mediation role of religiosity. *Journal of Islamic Marketing*.

Marakarkandy, B., Yajnik, N., & Dasgupta, C. (2017). Enabling internet banking adoption: An empirical examination with an augmented technology acceptance model (TAM). *Journal of Enterprise Information Management*.

O'Brien, H. L. (2010). The influence of hedonic and utilitarian motivations on user engagement: The case of online shopping experiences. *Interacting with Computers*, *22*(5), 344–352.

Oda. (2012). Pengembangan Pusat Kuliner Nusantara Kota Bandung Sebagai Tujuan Wisata. *Khasanah Ilmu-Jurnal Pariwisata Dan Budaya*, *3*(1).

Park, D.-H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, *11*(4), 125–148.

Plotkina, D., & Munzel, A. (2016). Delight the experts, but never dissatisfy your customers! A multi-category study on the effects of online review source on intention to buy a new product. *Journal of Retailing and Consumer Services*, *29*, 1–11.

Poor, M., Duhachek, A., & Krishnan, H. S. (2013). How images of other consumers influence subsequent taste perceptions. *Journal of Marketing*, *77*(6), 124–139.

Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: An empirical study on Facebook. *Journal of Enterprise Information Management*, *27*(1), 6–30. https://doi.org/10.1108/JEIM-04-2012-0011

Sallam, M. A. A., & Wahid, N. A. (2012). Endorser credibility effects on Yemeni male consumer's attitudes towards advertising, brand attitude and purchase intention: The mediating role of attitude toward brand. *International Business Research*, *5*(4), 55.

Septiawan, H. (2015, November 23). Bandung Ditetapkan Sebagai Destinasi Wisata Kuliner Oleh Kemenpar. *Https://Www.Destinasibandung.Co.Id/Bandung-Ditetapkan-Sebagai-Destinasi-Wisata-Kuliner-Oleh-Kemenpar.Html*. https://www.destinasibandung.co.id/bandung-ditetapkan-sebagai-destinasi-wisata-kuliner-oleh-kemenpar.html

Shaouf, A., Lü, K., & Li, X. (2016a). The effect of web advertising visual design on online purchase intention: An examination across gender. *Computers in Human Behavior*, *60*, 622–634.

Shaouf, A., Lü, K., & Li, X. (2016b). The effect of web advertising visual design on online purchase intention: An examination across gender. *Computers in Human Behavior*, *60*, 622–634. https://doi.org/10.1016/j.chb.2016.02.090

Shiratuddin, N., Hassan, S., & Landoni, M. (2003). A usability study for promoting eContent in higher education. *Journal of Educational Technology & Society*, *6*(4), 112–124.

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, *26*(2), 53–66.

Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS path modeling. *Computational Statistics and Data Analysis*, *48*(1), 159–205. https://doi.org/10.1016/j.csda.2004.03.005

Tien, D. H., Rivas, A. A. A., & Liao, Y.-K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, *24*(3), 238–249.

Wang, H.-Y. (2011). Exploring the factors of gastronomy blogs influencing readers' intention to taste. *International Journal of Hospitality Management*, *30*(3), 503–514.

Wang, Y., & Rajagopalan, N. (2015). Alliance capabilities: review and research agenda. *Journal of Management*, *41*(1), 236–260.

Wells, W. D. (2014). *Measuring advertising effectiveness*. Psychology Press.

Wu, W.-L., & Lee, Y.-C. (2012). The effect of blog trustworthiness, product attitude, and blog involvement on purchase intention. *International Journal of Management & Information Systems (IJMIS)*, *16*(3), 265–276.

Yang, C., & Brown, B. B. (2015). Factors involved in associations between Facebook use and college adjustment: Social competence, perceived usefulness, and use patterns. *Computers in Human Behavior*, *46*, 245–253.