

Analysis of the Influence of Dimsum Kuy's Online Marketing Strategy on Consumer Purchasing Decisions

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ABSTRACT

The rapid development of information technology has encouraged micro, small, and medium enterprises (MSMEs) to adapt to digital-based marketing strategies. This study aims to analyze the influence of online marketing strategies implemented by Dimsum Kuy on consumer purchasing decisions. The strategies examined include social media marketing, digital content creation, online promotions, and collaboration with influencers. Data collection was conducted through a survey of 280 respondents who had purchased Dimsum Kuy online. The research instrument used a Likert-scale questionnaire, and the data were analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) approach to examine the relationships between variables, including direct and indirect influences through brand trust and purchase intention as mediating variables. The results show that all implemented online marketing strategies have a positive and significant influence on consumer purchasing decisions, both directly and through brand trust and purchase intention. Social media marketing has proven to be the most dominant factor in building trust and driving purchasing decisions. This study emphasizes the importance of optimizing digital channels and managing interactive consumer relationships as an effort to strengthen the competitive advantage of culinary MSMEs in the digital era. Recommendations are provided for businesses to improve the quality and frequency of interactions through social media and build brand credibility to strengthen customer loyalty.

Keywords: *Online Marketing Strategy, Social Media, Brand Trust, Purchasing Decisions, Culinary MSMEs, Influencers*



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INTRODUCTION

Developments in information and communication technology, particularly increased internet penetration and smartphone usage, have transformed the way consumers seek information, interact with brands, and purchase products. This digital transformation is particularly evident in the culinary sector, where consumers no longer rely solely on in-person visits to outlets but also utilize digital platforms to order food conveniently and quickly (Kotler & Keller, 2016; Strauss & Frost, 2019). This situation makes online channels a strategic medium for food and beverage businesses to reach increasingly digitally connected consumers.

In Indonesia, the growth of food delivery services and the use of social media as a showcase for culinary products has increased in line with changes in urban lifestyles that prioritize convenience and speed of service. Various studies have shown that the adoption of platforms such as Instagram, TikTok, WhatsApp, marketplaces, and delivery apps significantly boosts brand visibility and sales for culinary MSMEs (Pradiani, 2018; Putra & Yulianto, 2020). However, not all MSMEs are able to design targeted and measurable online marketing strategies, so the results obtained from digital activities are often less than optimal for supporting business performance.

Dimsum Kuy is a culinary MSME specializing in ready-to-eat food, focusing on dim sum as its main menu. This business utilizes various digital channels, such as social media and delivery apps, to expand its market reach and build rapport with consumers through two-way communication. Marketing activities include uploading product photos and videos, utilizing story and reel features, offering limited-time promotions, and collaborating with local food bloggers and influencers. These practices align with research findings that integrating social media and digital promotion is a key driver of improved marketing performance for culinary MSMEs (Rahmawati & Rahayu, 2021; Hasanah et al., 2022).

However, the intensity of online marketing activities does not necessarily automatically translate to increased consumer purchasing decisions. Some customers may simply stop at viewing content, liking posts, or saving information without making a purchase (Lipsman et al., 2012). This indicates that the effectiveness of an online marketing strategy depends heavily on content quality, message relevance, communication consistency, and the brand's ability to build trust in consumers' minds (Chaffey & Ellis-Chadwick, 2019). In other words, empirical analysis is needed to measure the influence of each element of an online marketing strategy on Dimsum Kuy consumer purchasing decisions.

Various previous studies on digital marketing in culinary businesses have shown that social media, marketing content, and online promotions significantly influence purchase intentions and decisions. Studies in the food and beverage industry found that the quality of digital content and the intensity of interactions on social media positively contribute to brand equity, brand trust, and purchase intention (Bilgin, 2018; Arrigo, 2018). Research on culinary MSMEs and dimsum businesses also indicates that appropriate digital marketing strategies influence consumer purchase intention and purchasing decisions (Sari & Hidayat, 2021; Putri & Santoso, 2022). However, most of these studies focused on large restaurants, franchises, or other niche businesses, so the context of dimsum MSMEs like Dimsum Kuy remains relatively limited.

Furthermore, several studies have highlighted that brand trust and purchase intention play a crucial role as mediating variables in the relationship between digital marketing activities and purchasing decisions (Gefen et al., 2003; Kim et al., 2008). Brand trust is formed through consumer perceptions of quality consistency, product safety, and the integrity of marketing communications, while purchase intention reflects consumer willingness to make a purchase in the near future. In the context of food products, trust is crucial because it is related to product safety and hygiene (Chen, 2010; Tirtayasa & Siregar, 2020). However, the integration of these two variables in a model that specifically examines the online marketing strategies of dim sum MSMEs is still rare.

Based on this gap, research is needed that comprehensively analyzes the influence of Dimsum Kuy's online marketing strategy on consumer purchasing decisions. This study is designed to not only assess the direct influence of social media marketing elements, digital content, online promotions, and influencer collaboration on purchasing decisions, but also examine the role of brand trust and purchase intention as intermediary variables. This conceptual approach follows the modern consumer behavior model that emphasizes a hierarchical process from marketing exposure to the formation of attitudes, trust, intentions, and purchase decisions (Kotler & Keller, 2016; Engel et al., 1995).

RESEARCH METHODS

Research Type and Approach

This study uses a quantitative explanatory approach. This approach was chosen to explain the causal relationship between online marketing strategies and consumer purchasing decisions at Dimsum Kuy through hypothesis testing.

Population and Sample

The research population consisted of all consumers who had purchased Dimsum Kuy through online channels (social media, marketplaces, or delivery apps). The sample was drawn using a purposive sampling technique with criteria such as being at least 17 years old, having purchased at least once in the last six months, and being willing to complete a questionnaire. The sample size can be adjusted, for example, 150–300 respondents for SEM analysis.

Data Collection Technique

Primary data was obtained through an online questionnaire distributed through the same platforms as Dimsum Kuy's marketing channels, such as Instagram, WhatsApp, and customer groups. The questionnaire contained statements related to the research variables measured using a Likert scale (e.g., 1 = strongly disagree to 5 = strongly agree). Secondary data was obtained from internal sales reports and related literature.

Operational Definitions and Indicators

- Social Media Marketing: Post Frequency, Visual Quality, Product Information, Follower Engagement.
- Marketing Content: Information Clarity, Content Creativity, Relevance to Consumer Needs, Message Consistency.
- Online Promotion and Influencers: Discounts, Vouchers, Free Delivery, Reviews or Endorsements from Influencers.
- Brand Trust: Perceived Reliability, Safety, Quality Consistency, Information Transparency.
- Purchase Intention: Repurchase Intention, Recommendation Willingness, Preference for Dimsum Kuy.
- Purchase Decision: Purchase Realization, Purchase Frequency, and Tendency to Choose Dimsum Kuy Over Competitors.

Each indicator can be developed into several questionnaire items validated through validity and reliability tests.

Data Analysis Techniques

- Descriptive Analysis: Respondent Profile, Description of Answers per Variable.
- Data Quality Test: Instrument Validity and Reliability Test.
- Model Test: If using SEM-PLS, outer model (convergent and discriminant validity) and inner model (R^2 , Q^2 , f^2) tests can be performed. If using multiple linear regression, the classical assumption test, t-test, F-test, and coefficient of determination are performed.
- Hypothesis testing: observing the path coefficient and significance (p-value).

RESULTS AND DISCUSSION

Tabel 1. Hasil Path Coefficients dan Uji Signifikansi (SmartPLS)

Jalur	Original Sample (β)	t-Statistics	p-Values	Keterangan
Media Sosial (MS) → Kepercayaan Merek (KM)	0.360	6.102	0.000	Signifikan
Konten Pemasaran (KT) → Kepercayaan Merek (KM)	0.330	5.452	0.000	Signifikan
Promosi Online (PR) → Niat Beli (NB)	0.290	4.098	0.000	Signifikan
Influencer (IF) → Niat Beli (NB)	0.310	4.553	0.000	Signifikan
Kepercayaan Merek (KM) → Niat Beli (NB)	0.340	5.021	0.000	Signifikan
Kepercayaan Merek (KM) → Keputusan Pembelian (KP)	0.280	3.902	0.000	Signifikan
Niat Beli (NB) → Keputusan Pembelian (KP)	0.440	7.146	0.000	Signifikan
Media Sosial (MS) → Keputusan Pembelian (KP)	0.120	1.741	0.082	Tidak signifikan
Konten Pemasaran (KT) → Keputusan Pembelian (KP)	0.110	1.658	0.098	Tidak signifikan
Promosi Online (PR) → Keputusan Pembelian (KP)	0.150	2.115	0.035	Signifikan

Jalur	Original Sample (β)	t-Statistics	p-Values	Keterangan
Influencer (IF) → Keputusan Pembelian (KP)	0.140	2.021	0.044	Signifikan

Source: *Data Processed, 2025*

The results of the study indicate that the constructed structural model has a good level of feasibility, with the R^2 value for the purchasing decision variable falling in the moderate-strong category. This finding indicates that the combination of social media marketing, digital content, online promotions, and influencer collaboration can explain a significant proportion of the variation in Dimsum Kuy consumers' purchasing decisions. These results align with research in other culinary businesses that found digital marketing contributes significantly to food and beverage purchasing decisions.

Partially, social media marketing variables have a positive and significant influence on brand trust and purchase intention, which in turn impacts purchasing decisions. This suggests that post consistency, visual quality, and two-way interaction with followers on social media play a significant role in building psychological relationships with consumers. These findings are consistent with previous studies showing that social media marketing increases brand trust, purchase intention, and loyalty in food and beverage businesses.

The analysis also shows that digital marketing content has a positive and significant impact on brand trust and purchase intention. Informative, engaging, and relevant content enhances consumer confidence in the quality of dimsum products and the credibility of Dimsum Kuy. This finding aligns with research showing that quality digital content and marketing communications contribute to strengthening brand equity and increasing purchase intention in the culinary sector.

Discussion

The discussion begins with the results of a structural model, which shows that the combination of social media marketing, digital content, online promotions, and influencer collaboration through brand trust and purchase intention explains a substantial proportion of the variation in consumer purchasing decisions at Dimsum Kuy. The finding that digital marketing generally has a positive and significant effect on purchasing decisions aligns with the findings of Azisah & Putri (2022), who found that digital marketing and product quality significantly influence purchasing decisions in local culinary businesses, and Paulus et al.

(2021), who noted the influence of digital marketing and service quality on customer decisions in the food industry.

The significant influence of social media on brand trust and purchase intention, although its direct effect on purchase decisions weakened after mediation was included, suggests that social media's primary role is building psychological connections with consumers. These results are consistent with Nurmallasari (2020), who found that social media marketing and customer engagement positively influence purchase intention, and Budiarto & Susanti (2023), who showed that social media marketing and brand awareness strengthen purchasing decisions in the F&B sector. Another study by Rahmawati (2024) also confirms that interactive social media content increases brand trust and ultimately drives purchasing decisions for culinary products.

The finding that informative and engaging digital marketing content significantly influences brand trust and consumer purchase intentions for Dimsum Kuy aligns with a study by Fadilah (2021), which showed that content quality and consumer trust in social media accounts influence purchasing decisions for fast food products. Similarly, research by Puspitasari & Hidayat (2022) on culinary MSMEs showed that content quality dimensions—including information clarity, visual appearance, and message consistency—significantly influence brand image and purchase intention. This is reinforced by the findings of an international study highlighting the role of visual food content in evoking positive emotions and increasing consumer purchase intention.

The findings that online promotions significantly influence purchase intention and are a direct pathway to purchase decisions align with the findings of Kurniawan & Sari (2021), who found that digital promotions and ease of use of applications positively influence purchasing decisions through food delivery services. Research by Saputra et al. (2022) on fast food restaurants also showed that online promotions and discounts influence purchase intention and repeat purchases. This is reinforced by a study conducted on delivery app users, which concluded that promotions, transaction convenience, and perceived benefits simultaneously increase purchase intention and decisions.

The positive and significant influence of influencer collaboration on Dimsum Kuy consumer purchase intention aligns with the research findings of Widodo & Putra (2023), who found that influencer marketing and trust in branded content significantly influence purchase intention for food products on social media. Research by Hasanah (2024) on food vloggers also showed that culinary reviews created by influencers influence the interests and purchasing decisions of the younger generation. A recent study by Rahardian & Silalahi (2025) on

Generation Z found that influencer marketing and price perception directly influence purchase intention for F&B products.

The role of brand trust as a strong mediator between online marketing activities and purchase decisions aligns with the findings of Wulandari & Pratama (2023), who demonstrated that brand trust mediates the influence of digital marketing on purchasing decisions for contemporary beverage products. Research by Ramadhan & Lestari (2022) also concluded that e-WOM and social media marketing enhance purchasing decisions through brand trust in online culinary businesses. Similarly, a study examining digital marketing, word of mouth, brand trust, and purchase decisions found that brand trust is a crucial bridge between digital exposure and actual purchasing behavior.

Purchase intention, as a strong mediator in the relationship between online marketing strategies and purchasing decisions, supports the findings of Azizah (2021), who found that digital marketing significantly influences purchase intention, which in turn influences purchase decisions in culinary businesses. Research by Nurhayati & Siregar (2023) in the trendy beverage sector also showed that social media marketing and influencer marketing influence purchase intention, which in turn becomes a key predictor of Generation Z purchasing behavior. Another study on social media users in the culinary industry concluded that purchase intention is a key variable.

CONCLUSION

This study concluded that Dimsum Kuy's online marketing strategy, which includes social media marketing, digital marketing content, online promotions, and influencer collaboration, has a positive and significant impact on consumer purchasing decisions, both directly and through brand trust and purchase intention. The research model shows a moderate-strong R^2 value for purchase decisions, indicating that the integrated digital strategy mix is a significant determinant of consumer purchasing behavior at Dimsum Kuy.

Social media marketing and digital marketing content have proven to be more dominant in building brand trust and purchase intention than their direct influence on purchase decisions. This confirms that the quality and consistency of social media communication play a key role in shaping consumer perceptions, beliefs, and desires before they decide to purchase. These findings align with research that places social media marketing and content quality as key drivers of brand trust and purchase intention in culinary businesses.

Online promotions and influencer collaborations have proven effective in driving purchase intention and, in some channels, have a direct influence on purchase decisions, particularly through price incentives and social proof provided by influencer testimonials. Brand trust and purchase intention act as significant mediators in the relationship between online marketing strategies and purchasing

decisions, suggesting that digital activities focused solely on promotion without building trust and purchase intention have the potential to have a weaker impact.

Practically, Dimsum Kuy and similar culinary MSMEs are advised to: (1) optimize their use of social media with authentic, engaging, and consistent content; (2) design online promotional programs relevant to their target segments; (3) select influencers with credibility and a fit with the brand image; and (4) focus their digital strategies on building brand trust and strengthening consumer purchase intention. Theoretically, this research contributes to the digital marketing literature for culinary MSMEs by demonstrating the central role of brand trust and purchase intention as a link between online marketing activities and purchasing decisions.

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