

The Influence of Buzzer Content Quality and Content Credibility on Purchase Decision: The Mediating Role of Brand Trust among Culinary MSMEs in South Jakarta

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ABSTRACT

Keywords:

Buzzer Content Quality; Content Credibility; Brand Trust; Purchase Decision; Culinary MSMEs;

Background: The rapid expansion of digital communication has encouraged culinary micro, small, and medium enterprises (MSMEs) to increasingly rely on buzzer-generated promotional content to attract consumers and strengthen their market presence. Digital marketing through buzzers has emerged as a strategic approach to enhance brand visibility and influence consumer purchasing behavior.

Research Gap: Although previous studies have acknowledged the importance of digital content in shaping consumer behavior, limited attention has been given to how the quality and credibility of buzzer-generated content jointly influence purchase decisions through the development of brand trust, particularly in the culinary MSME sector. The mediating role of brand trust between buzzer-generated content characteristics and purchase decisions remains empirically underexplored.

Novelty: This study offers a novel contribution by integrating Buzzer Content Quality, Content Credibility, Brand Trust, and Purchase Decision into a unified framework. It extends Information Quality Theory to buzzer marketing and incorporates Islamic business ethics principles (amanah, siddiq, tabligh, fathanah) to examine how ethical marketing communication shapes consumer trust and purchasing behavior.

Method: This study employed a quantitative approach with a cross-sectional survey design. Data were collected from 98 consumers of culinary MSMEs in South Jakarta using a structured questionnaire. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 to evaluate both the measurement and structural models.

Results: The findings indicate that both buzzer content quality and content credibility have positive and significant effects on brand trust and consumers' purchase decisions. Brand trust demonstrated the strongest direct effect on purchase decisions ($\beta = 0.507$, $p < 0.001$) and partially mediated the relationships between buzzer content quality, content credibility, and purchase decisions. The structural model exhibited satisfactory explanatory power ($R^2 = 0.628$ for purchase decisions).

Conclusion: This study extends the application of Information Quality Theory to buzzer marketing by demonstrating that content quality and credibility work together to strengthen brand trust and ultimately enhance consumers' purchase decisions. Culinary MSMEs should prioritize developing trustworthy, informative, and high-quality buzzer-generated content to reinforce consumer confidence and improve digital marketing effectiveness.

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INTRODUCTION

Here you should tell 5 components are: what is Known, what is Unknown, State of The Art, Novelty, and Contribution of the Study. In the last paragraph you should write your research question/hypothesis.

Culinary companies have grown rapidly because of digital marketing. This phenomenon has affected MSMEs interactions with their customers. Social media platforms are important marketing tools that organizations employ to influence client buying behaviors, distribute promotional messages, and establish brand recognition. One digital marketing method that has been receiving more attention is the buzzer-based promotion (Jusuf, 2023)(Fernanda & Hariyanto, 2024). It is well known for encouraging online discussions and accelerating the flow of content on digital channels. The legitimacy and quality of the material offered to clients is the basis for the success of buzzer marketing (Iliani et al., 2026). The credibility of content boosts the confidence of customers and reduces their uncertainty while evaluating products and services, and the quality of information is relevant, helpful, and valuable ((Iqbal Khair, 2022).(Hochstein et al., 2025). In addition, buzz marketing is a huge way to improve sales in the digital era. Technology is the main force of change in digital marketing (Jusuf, 2023). (Restrepo-Morales et al., 2024).

A business strategy based on viral marketing approaches produces new value opportunities, widens the scope of the market, accesses new client segments, and allows competition in the SME market (Türkeş et al., 2019). See, for example, (Enaifoghe, 2023). (Brodny & Tutak, 2022). (Verhoef et al., 2021). There are several reasons why buzz marketing is vital for constructing consumer interest. It can generate a visceral connection with the audience in the first place, increase brand visibility, and build trust (Mohr, 2017). (Carl, 2006). Consumers consider advice from friends and relatives as independent and authentic. Buzz marketing can assist both brands and customers to be more confident. It increases visibility of a brand to a large extent (Berger, 2011). (Holdford, 2004).(Leila & Abderrazak, 2013).

Restrepo-Morales et al., 2024 describe the difficulties of digitization for MSMEs. One issue is the absence of effective Internet connectivity and digital literacy (Rante, 2025a).

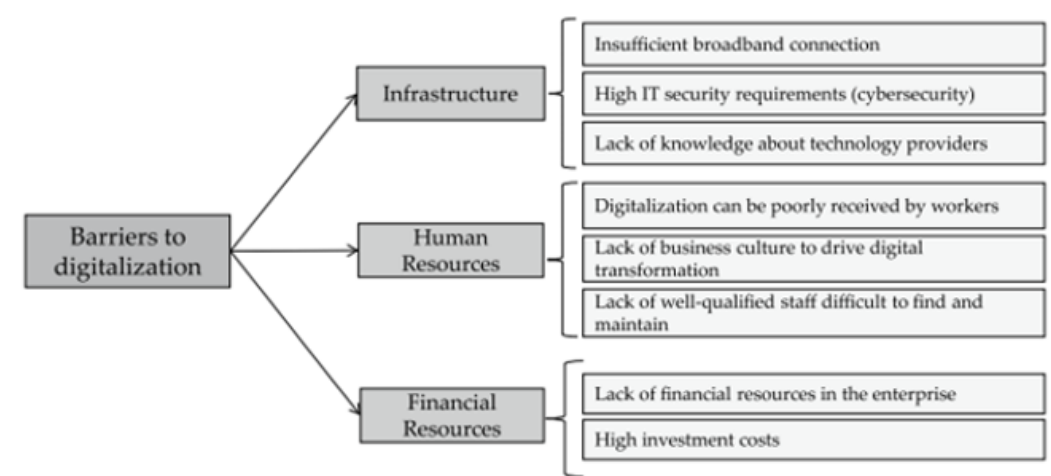


Figure 1. Main Baries to the digitalization of SME

Restrepo-Morales et al.,)2024)

Prior research has highlighted the role of content-related elements in influencing customer attitudes and behavioral results. The quality and credibility of digital material have a considerable effect on consumers' perceptions, trust, and buying behavior (Boom-Cárcamo et al., 2024). Brand Trust is a major

channel through which marketing messages affect customers' decision-making processes (Wang et al., 2023). Brand trustworthiness positively influences consumers' attitudes and purchase intentions, especially in online settings characterized by information asymmetry and ambiguity (Morgan & Hunt, 1994).

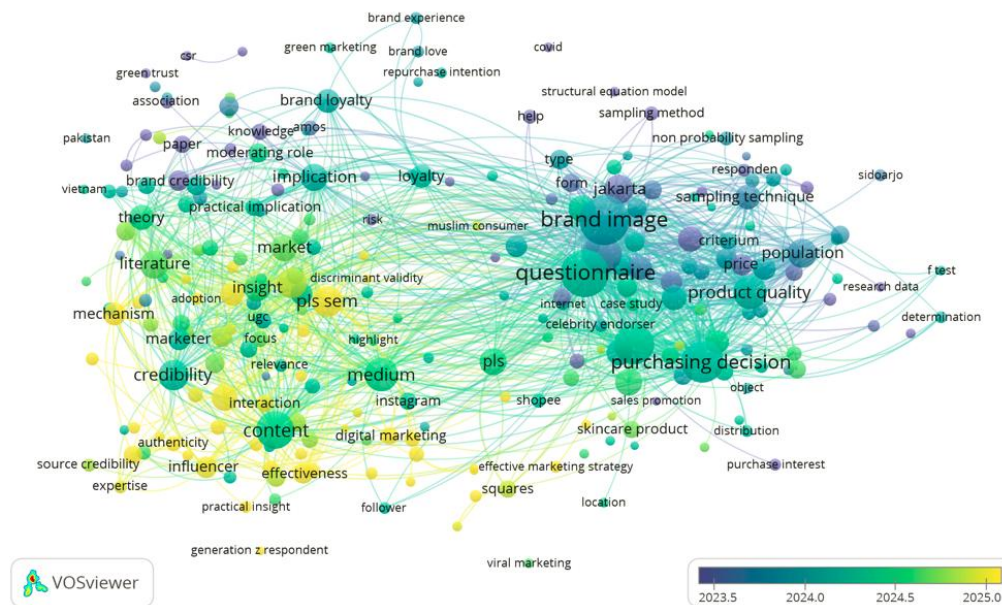


Figure 2. Overlay Visualization of Research Themes Related to Digital Marketing and

Consumer Purchase Decisions

Figure 2. Bibliometric mapping was created using VOSviewer software. The figure shows that prior research has mostly concentrated on topics such as digital marketing, brand image, content credibility, product quality, influencer marketing, and purchase decisions. However, little attention has been given to integrating Buzzer Content Quality, Brand Trust, and Purchase Decisions into one framework, notably in the culinary MSMEs sector. This observation points to an important research gap that the present study aims to fill by identifying emerging research trends and gaps. A bibliometric analysis was performed using VOSviewer. The analysis showed that prior studies have mostly focused on digital marketing, influencer marketing, brand image, content credibility, product quality, and purchase decisions. These themes are the major groupings in the existing literature. However, the linkages among Buzzer Content Quality, Content Credibility, Brand Trust, and Purchase.

Figure 2 shows the bibliometric map generated by VOSviewer. Past research has largely concentrated on digital marketing, brand image, content credibility, product quality, influencer marketing and purchase choice. However, relatively little effort has been dedicated to unifying Buzzer Content Quality, Brand Trust, and purchase decisions into one paradigm, especially in the context of culinary MSMEs. This remark leads to an essential research need that the present effort aims to answer.

The performance of bibliometric analysis in VOSviewer software to identify prospective research trends and gaps. The findings revealed that past studies have explored digital marketing, influencer marketing, brand image, content credibility, product quality, and purchasing decisions. These are the key groupings in recent literature. The link between Buzzer content quality, content credibility, brand trust, and purchase decisions must be investigated. Prior research has primarily focused on the direct impact of content-related factors on customer behaviors. However, the mediating effect of brand trust on the relationship between buzzer-generated content and purchase choice has not been empirically tested. In emerging digital markets, buzz marketing has been employed (Dwivedi et al., 2021). (Filieri, Mcleay, et al., 2018) but few studies are available on Culinary MSMEs.

This study investigates how consumers evaluate buzzer-generated content by examining the combined effects of content quality and content credibility on purchase decisions, while considering brand trust as the underlying mediating mechanism among culinary MSMEs in South Jakarta. Unlike previous studies that typically examine influencer marketing, brand image, or product quality as separate determinants of consumer behavior, this study develops and empirically validates a unified framework that integrates content quality, content credibility, brand trust, and purchase decisions into a single analytical model. However, this study emphasizes the use of created content as a marketing strategy that influences customer decision-making. This research offers novel empirical findings in emerging economies (C. M. K. Cheung et al., 2008). (Verhoef et al., 2021) and enhances the body of knowledge regarding digital marketing and consumer behavior of Culinary MSMEs in South Jakarta.

Table 1: Research Gap dan Novelty

Previous Research Focus	Established Findings	Identified Gap	Contribution of This Study
Content Quality → Purchase Decision	Widely investigated	Limited focus on buzzer-generated content	Examines Buzzer Content Quality as a distinct construct
Content Credibility → Consumer Behavior	Extensively studied	Rarely integrated with buzzer marketing	Integrates Content Credibility and Buzzer Content Quality
Brand Trust → Purchase Decision	Well established	Limited evidence in buzzer marketing context	Examines Brand Trust as a mediator
Influencer Marketing Studies	Focus on influencers and endorsements	Limited attention to buzzer-driven promotion	Investigates buzzer-based marketing mechanisms
Digital Marketing in MSMEs	Focus on adoption and performance	Limited evidence from Culinary MSMEs	Provides empirical evidence from Culinary MSMEs in South Jakarta
Purchase Decision Models	Dominated by brand image and product quality	Limited integration of buzzer-related constructs	Develops a comprehensive integrated model

From the perspective of Islamic business ethics, digital marketing activities should not merely pursue commercial objectives but also uphold moral values that protect consumers and promote justice. Islamic marketing emphasizes honesty (siddiq), trustworthiness (amanah), transparency (tabligh), and wisdom (fathanah) as essential principles guiding communication between businesses and consumers. Promotional practices that contain misleading information (tadlis) or excessive uncertainty (gharar) are prohibited because they may harm consumers and weaken market trust. Consequently, the effectiveness of buzzer-generated promotional content should be evaluated not only from a marketing perspective but also in relation to ethical values that strengthen consumer trust and responsible business conduct within the Islamic economic framework.

From an Islamic economic and business perspective, the quality and credibility of marketing information are closely related to the ethical responsibility of business actors toward consumers. Islamic business ethics requires commercial communication to be based on amanah (trustworthiness), siddiq (truthfulness), tabligh (transparent communication), and fathanah (wisdom). These principles are particularly relevant to buzzer marketing because consumers often rely on promotional messages presented through social media when evaluating products and making purchase decisions. In this context, trustworthy and transparent promotional information can reduce information asymmetry, protect consumers from misleading claims, and strengthen confidence in the promoted brand. Conversely, promotional practices involving tadlis (deceptive misrepresentation) or gharar (excessive uncertainty and ambiguity) may undermine consumer trust and conflict with the ethical objectives of Islamic business. Therefore, examining the relationships among Buzzer Content Quality, Content Credibility, Brand Trust, and Purchase Decision is not only relevant from a conventional digital marketing perspective but also provides an important basis for understanding how ethical principles can support responsible marketing practices in the culinary MSME sector.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Buzzer Content Quality

The content quality of buzzers relates to the degree to which customers consider the promotional content sent by buzzers to be informative, relevant, correct, timely, and valuable. Content quality is an essential factor in the digital marketing arena, as it bridges the information asymmetry gap and helps consumers evaluate products and services (Md Shakir Ali et al., 2025). (M. L. Cheung et al., 2020). Good-quality information allows consumers to be aware of product qualities and make informed decisions (Delone & Mclean, 2003).

Earlier studies have suggested that content quality is an essential element of consumer attitudes, trust, and purchasing behavior. Filieri, McLeay, et al. (2018) argue that when information is clear, thorough, and valuable, Consumers tend to respond more positively to marketing communications. and have excellent perceptions (Vásquez & Vera-Martínez, 2020). In buzzer marketing, the quality of the material is of great importance, as consumers typically rely on social media information when evaluating products and enterprises.

H1: The quality of the content of a buzzer ad positively influences purchase decisions.

Strong promotional content can increase consumer confidence in brands. The more engaging and insightful consumers find the buzzer-generated information, the more likely they are to trust the promoted brand. Therefore, content quality is a significant antecedent of brand trust. Digital marketing has profoundly transformed the methods by which firms engage their customers. Consumers utilising digital resources in the purchasing process generally exhibit trust in social networks (Boom-Cárcamo et al., 2024).

H2: The quality of the content of a buzzer review positively influences brand trust.

Content Credibility

Content Credibility: The degree to which customers view information as credible, believable, and trustworthy. Source Credibility Theory states that if the source and message are credible, the information is more likely to be trusted and used (Willemsen et al., 2012). Credibility is one of the most significant elements of digital marketing, which affects customers' faith in information and promotional messages on the Internet (Hochstein et al., 2025).

Previous studies have found that credible content reduces perceived risk and uncertainty and increases consumers' willingness to buy (C. M. K. Cheung et al., 2008). Customers tend to trust and react positively to information that is deemed legitimate, objective, and credible. Therefore, the trustworthiness of the material may directly affect consumers purchasing decisions.

H3: Content Credibility positively affects purchasing decisions.

Credibility is also a major component in creating trust. When consumers consider marketing (Willemsen et al., 2012) information credible, they have more belief in the integrity and reliability of the marketed brand. Therefore, it is believed that content credibility improves Brand Trust.

H4: Content Credibility positively influences Brand Trust.

Trust in the Brand

From the perspective of relationship marketing, brand trust is reflected in consumers' confidence that a brand will behave consistently, maintain its integrity, and fulfill the commitments it communicates (Morgan & Hunt, 1994). Trust is crucial in marketing as it minimizes uncertainty and fosters long-term relationships between consumers and brands (Hanaysha, 2022a).

In the online buying context, consumers are typically faced with information asymmetries and perceived dangers. In this context, trust is a key factor influencing buying decisions. It has always been discovered that consumers' trust in a brand is favorably connected with behavioral reactions such as purchase intention and purchase behavior (Chaudhuri & Holbrook, 2001).

H5: Purchase Choice is positively influenced by Brand Trust.

Brand Trust as a Mediator

Trust is widely recognized as a key mechanism through which marketing communications shape consumer behavior. Therefore, this study is grounded in the Commitment–Trust Theory of Relationship Marketing, which emphasizes trust as a central determinant of enduring exchange relationships (Morgan & Hunt, 1994).

Trust is a crucial factor in producing positive consumer responses to marketing activities. Consumers are exposed to marketing content, but in the setting of loud marketing, this does not necessarily translate into purchase behavior. On the other hand, the effect of content quality and credibility may also create trust in the brand first, resulting in purchase decisions.

Trust mediates relationships in digital marketing, acting as a variable between marketing inputs and customer behavioral outputs (Gefen et al., 2003); (Zhao et al., 2010). Therefore, it is anticipated that brand trust acts as a mediator between the quality of the material, credibility of content, and purchasing decisions.

H6: Brand trust mediates the relationship between buzzer content quality and purchase choice.

H7: Content credibility influences purchase decisions via brand trust.

Islamic Business Ethics and Digital Marketing

Islamic business ethics provides a comprehensive framework for conducting commercial activities in a manner that combines economic objectives with moral responsibility, fairness, transparency, and consumer protection. In digital marketing, these principles are particularly important because consumers frequently depend on online promotional information when evaluating products and making purchasing decisions. The increasing use of buzzer-generated promotional content creates both opportunities and ethical responsibilities for businesses, particularly in ensuring that information communicated to consumers is accurate, transparent, and beneficial.

Four fundamental principles of Islamic business ethics are particularly relevant to buzzer marketing: amanah (trustworthiness), siddiq (truthfulness), tabligh (transparent communication), and fathanah (wisdom). Amanah requires businesses and marketing actors to fulfill their responsibilities by providing reliable information and ensuring that promotional claims correspond to the actual characteristics of the products offered. Siddiq requires truthful communication and prohibits exaggerated or misleading claims. Tabligh emphasizes the importance of communicating relevant product information clearly and transparently so that consumers can make informed decisions. Fathanah refers to the use of knowledge and wisdom in designing marketing strategies that balance commercial objectives with ethical responsibilities. These four principles are directly relevant to Buzzer Content Quality and Content Credibility because high-quality and credible promotional content should be informative, accurate, relevant, transparent, and useful to consumers.

Islamic business ethics also prohibits practices that may harm consumers through deception or excessive uncertainty. Gharar refers to excessive uncertainty, ambiguity, or insufficient information in a transaction, whereas tadlis refers to deceptive misrepresentation or the concealment of relevant information that may influence consumers' perceptions. In buzzer marketing, examples may include exaggerated product benefits, undisclosed limitations, misleading testimonials, inaccurate product descriptions, or promotional claims that cannot be verified. Such practices can increase information asymmetry and weaken consumer confidence. Therefore, avoiding gharar and tadlis is essential for ensuring that digital marketing communication remains transparent and responsible.

The principles of Islamic business ethics are also closely connected with Brand Trust. When consumers perceive promotional information as honest, transparent, reliable, and consistent with the actual product, they are more likely to develop confidence in the brand. In this sense, Brand Trust can be understood not only as a psychological response but also as an outcome supported by ethical business conduct. Amanah strengthens perceptions of reliability and responsibility, siddiq strengthens perceptions of honesty, and tabligh reduces uncertainty through transparent communication. Fathanah further encourages businesses to use appropriate and responsible communication strategies that prioritize consumer welfare.

Accordingly, the relationships examined in this study can also be understood through an Islamic ethical perspective. Buzzer Content Quality and Content Credibility represent important characteristics of responsible promotional communication, while Brand Trust reflects consumer confidence that can

emerge from reliable and ethical communication. Purchase Decision represents the behavioral outcome of consumers who evaluate the information and trustworthiness of the promoted brand. Integrating Islamic business ethics into this framework strengthens the relevance of the study to Islamic economics by demonstrating that digital marketing effectiveness should not be separated from ethical responsibility, consumer protection, and trust-based business relationships.

METHOD

Research Design

Using a quantitative research approach, this study investigates the relationships among Buzzer Content Quality (BCQ), Content Credibility (CC), Brand Trust (BT), and Purchase Decision (PD) among consumers of culinary MSMEs in South Jakarta, Indonesia. A quantitative method was appropriate because this study attempted to examine the postulated theoretical links and evaluate the direct and indirect impacts among different latent components within a specified conceptual framework.

This study adopted a cross-sectional survey approach, gathering data from participants at one point in time through a standardized questionnaire. The survey was used because it allowed for the collection of standardized answers from many respondents. This allows for an empirical study of consumer perceptions and actions in the field of digital marketing. Cross-sectional surveys are widely used in consumer behavior and marketing research because they are effective in collecting evaluations of marketing-related phenomena (Sarstedt et al., 2021a).

The research population is a client who has seen the promotional content of Buzzer about Culinary MSMEs in South Jakarta through social media. Respondents were purposively selected based on the following criteria: (1) had seen or interacted with the advertising of the brand on social media, and (2) have experience buying products of Culinary MSMEs. A total of 98 valid responses were included in the final analysis.

PLS-SEM was utilized in Smart PLS 4 for its suitability in predictive research, mediation analysis, complex models with multiple latent variables, and small-sample size studies. It does not necessitate stringent normality assumptions for data and is extensively endorsed for exploratory and theory-development research in business and marketing fields (Hair et al., 2022). Data analysis was conducted in two sequential phases. The first phase focused on evaluating the measurement model by assessing reliability, convergent validity, discriminant validity, and common method bias. The second phase examined the structural model by analyzing the path coefficients, coefficient of determination (R^2), effect size (f^2), mediation effects, and overall model fit.

The Step of Population and Sample

This study targeted consumers of culinary MSMEs in South Jakarta who had previously encountered promotional content generated by buzzers on social media platforms. Because the total number of individuals meeting these eligibility criteria could not be accurately identified, the population was considered unknown. Accordingly, respondents were recruited using a non-probability sampling approach, ensuring that only individuals with relevant experience evaluating buzzer-generated promotional content were included in the analysis.

Purposive sampling was used in the current study. The respondents were asked to fulfil two conditions: (1) had been exposed to promotional content produced by a buzzer linked to Culinary MSMEs through social media platforms, and (2) had previously purchased products from Culinary MSMEs in South Jakarta. The criteria ensured that the respondents had sufficient expertise to meaningfully rate Buzzer Content Quality, Content Credibility, Brand Trust, and Purchase Decision.

The analysis was performed using 98 responses. The sample size was deemed sufficient for PLS-SEM, a technique that is especially appropriate for relatively small sample sizes and sophisticated prediction models. Hair et al., (2022) suggested that PLS-SEM can produce strong parameter estimates if the sample size is adequate to meet the minimum requirements in terms of model complexity and statistical power. Moreover, the sample size is adequate as it surpasses the "10-times rule," which requires it to be at least ten times larger than the highest number of structural routes aimed at an endogenous

construct (Hair et al., 2022); (Kock & Hadaya, 2018). Accordingly, a sample size of 98 respondents was considered adequate to examine the suggested study model and hypotheses.

Data Collection Procedure

The reason for using the online survey method was chosen for its effectiveness in reaching respondents and its common use in consumer behavior and digital marketing research. The questionnaire was shared on social media and online platforms frequented by Culinary MSME consumers in South Jakarta. The respondents were briefed on the purpose of the study, and their participation was voluntary. All responses were collected anonymously and confidentially, intended solely for academic research (Audette et al., 2020).

Respondents were chosen based on specific criteria to guarantee the relevance and quality of the data. Respondents were those who were exposed to social media advertising content about Culinary MSMEs through buzzers and had experience buying Culinary MSME products in South Jakarta. The screening procedure confirmed that the respondents were qualified to judge Buzzer Content Quality, Content Credibility, Brand Trust, and Purchase Decision. After screening and validating data, PLS-SEM was utilized to analyze 98 valid responses, as it is recommended for exploring complex relationships among latent constructs in marketing research (Hair et al., 2022).

Measurement of Variables

Five measures (informativeness, relevance, accuracy, timeliness, and utility) were used to measure Buzzer Content Quality (BCQ), modified from (Filieri et al., 2018). Content Credibility (CC) was examined using five indicators reflecting trustworthiness, reliability, expertise, authenticity, and believability, which were taken from (C. M. K. Cheung et al., 2008). Brand Trust (BT) was measured using five items that represent reliability, honesty, confidence, integrity, and dependability, based on Morgan & Hunt, (1994). Purchase decision (PD) was measured using five indicators: product choice, purchase intention, purchase confidence, repurchase intention, and recommendation behavior, modified from (Philip Kotler, 2021). All items were measured using a five-point Likert scale (1 to 5). The model assessed included indicator reliability, convergent validity, discriminant validity, and internal consistency (Hair et al., 2022).

Table 2. Operational Variables

Construct	Definition	Indicators	Source
BCQ	Perceived quality of buzzer-generated content	BCQ1–BCQ5	Filieri et al. (2018)
CC	Perceived credibility of promotional content	CC1–CC5	Cheung et al. (2009)
BT	Consumer trust toward the brand	BT1–BT5	Morgan & Hunt (1994)
PD	Consumer purchase decision	PD1–PD5	Kotler & Keller (2016)

RESULTS

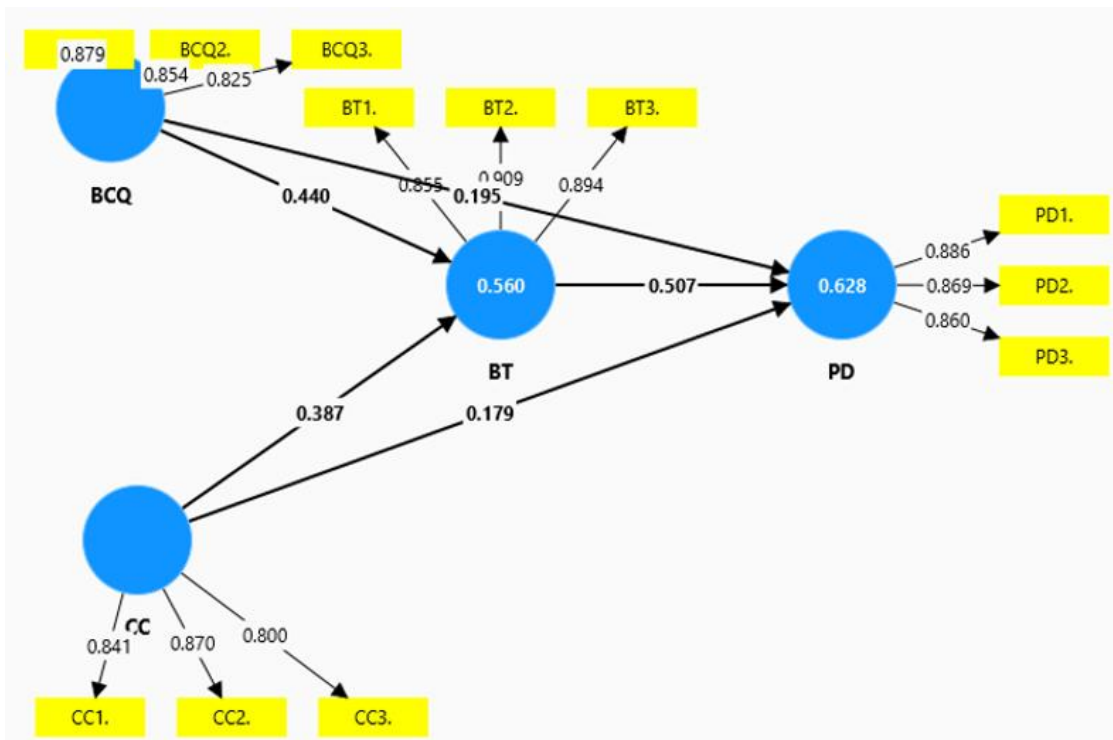


Figure 1. PLS Algorithm

Table 3. Outer Loading Assessment

Construct	Indicator	Outer Loading	Assessment
BCQ	BCQ1	0.879	Accepted
	BCQ2	0.854	Accepted
	BCQ3	0.825	Accepted
BT	BT1	0.855	Accepted
	BT2	0.909	Accepted
	BT3	0.894	Accepted
CC	CC1	0.841	Accepted
	CC2	0.870	Accepted
	CC3	0.800	Accepted
PD	PD1	0.886	Accepted
	PD2	0.869	Accepted
	PD3	0.860	Accepted

Outer Loading Analysis

The measurement model was analyzed with all indications of outside loading levels. An outer loading value > 0.70 suggests that the indicator is a good indicator of the latent construct and that the indicator reliability is extremely outstanding (Hair et al., 2022). From the table above, it can be observed that the outer loading values of the indicators range between 0.800 to 0.909 which are greater than the threshold value of 0.70. All indicators were retained in the measurement model and were statistically reliable.

The highest loading value was for BT2 (0.909), which shows that this indicator has the most contribution in measuring the construct of Business Trust. However, the lowest loading figure was for CC3 (0.800). However, the result is higher than the required level, and it meets the criteria of reliability of the indicator.

In the overall outside loading assessment, all 12 signals were above the threshold value of 0.70. Hair et al., (2022) stated that a loading value > 0.70 is a sign of $> 50\%$ of the variance of the indicator through the latent construct. This indicates the reliability of the indicators. Therefore, the measuring

model can be considered competent and suitable for the future assessment of convergent validity, discriminant validity, and structural model evaluation.

Table 4. Convergent Validity (Average Variance Extracted – AVE)

Instrument	Buzzer Content Quality	Brand Trust	Content Credibility	Purchase Decision	Average Variance Extracted (AVE)	√AVE	Information
Buzzer Content Quality	1.000	0.686	0.633	0.656	0.728	0.853	Valid
Brand Trust	0.686	1.000	0.666	0.760	0.786	0.887	Valid
Content Credibility	0.633	0.666	1.000	0.640	0.701	0.837	Valid
Purchase Decision	0.656	0.760	0.640	1.000	0.760	0.872	Valid

Interpretation

The AVE values for the constructs (BCQ, BT, CC and PD) were over the threshold value of 0.50, which indicates adequate convergent validity as each construct accounted for more than 50% of the variance of its observed indications (Sarstedt et al., 2021a).

Table 5. Discriminant Validity – Fornell Larcker Criterion

Variable	Buzzer Content Quality	Brand Trust	Content Credibility	Purchase Decision	Information
Buzzer Content Quality	0.853				Valid
Brand Trust	0.686	0.886			Valid
Content Credibility	0.633	0.666	0.837		Valid
Purchase Decision	0.656	0.760	0.640	0.872	Valid

Interpretation

Table 5 summarizes the discriminant validity assessment based on the Fornell–Larcker approach. Across all constructs, the values reported on the main diagonal exceeded the corresponding correlation coefficients, indicating a clear distinction among the latent variables included in the model. Buzzer Content Quality (0.853), Brand Trust (0.886), Content Credibility (0.837), and Purchase Decision (0.872) exhibited stronger associations with their respective measurement indicators than with the remaining constructs. These results suggest that the proposed measurement model successfully differentiates the four theoretical constructs, providing adequate support for subsequent structural model evaluation (Fornell & Larcker, 1981).

Table 6. Common Method Bias Assessment Using Harman's Single-Factor Test

Assessment Criterion	Obtained Value	Threshold	Decision	Interpretation
Variance Explained by the First Factor	37.7%	< 50%	No Common Method Bias	The first factor accounts for less than 50% of the total variance, indicating that common method bias is unlikely to affect the study results.

Interpretation

The assessment of common method bias indicated that a single latent factor accounted for only 37.7% of the total variance observed in the dataset. Because this proportion remains well below the commonly accepted benchmark, the responses do not appear to be dominated by a single measurement. Accordingly, the relationships identified among the study constructs can be interpreted with confidence, as common method variance is unlikely to have materially influenced the empirical results (Podsakoff et al., 2003).

Structural Model Assessment

Table 7. Coefficient of Determination (R²)

Dependent Variable	R-square (R ²)	Adjusted R-square	Remark
Brand Trust	0.560	0.551	Moderate explanatory power
Purchase Decision	0.628	0.616	Moderate explanatory power

Criteria for Interpreting R²

R-square (R ²) Value	Level of Explanatory Power	Remark
≥ 0.75	Substantial	The structural model has a strong explanatory power.
0.50 – 0.74	Moderate	The structural model has moderate explanatory power.
0.25 – 0.49	Weak	The structural model has a weak explanatory power.
< 0.25	Very Weak	The structural model has very limited explanatory power.

Source: Adapted from (Hair et al., 2022)

Interpretation

The structural model demonstrated satisfactory explanatory capabilities. Specifically, the predictor variables accounted for 56.0% of the variance in Brand Trust, leaving 44.0% to be explained by factors outside the proposed model. The adjusted R² value of 0.551 further confirms that the model retains an adequate explanatory performance after considering the number of predictors. For Purchase Decision, the model explains 62.8% of the observed variance through the combined effects of the predictor variables and the mediating construct, whereas the remaining 37.2% may be attributed to variables not included in the model. An adjusted R² value of 0.616 provides additional evidence of the model's stability and predictive capability.

Hair et al., (2022), Values of R² of 0.75, 0.50, and 0.25 are regarded as strong, moderate, and weak, respectively, indicating that the proposed structural model has modest explanatory power for both endogenous constructs.

Table 8. Effect Size (f²) of Structural Relationship

Relationship	Endogenous Variable	f ²	Effect Size
BCQ → BT	Brand Trust	0.264	Medium
CC → BT	Brand Trust	0.204	Medium
BCQ → PD	Purchase Decision	0.048	Small
BT → PD	Purchase Decision	0.304	Medium
CC → PD	Purchase Decision	0.043	Small

Criteria for Interpreting Effect Size (f²)

f ² Value	Interpretation
< 0.02	No Effect
0.02 – < 0.15	Small Effect
0.15 – < 0.35	Medium Effect
≥ 0.35	Large Effect

Source: Adapted from (Cohen, 1988) and (Hair et al., 2022).

Interpretation of Effect Size (f²)

Effect size (f^2) analysis evaluates the contribution of each exogenous construct to the explained variance of the endogenous construct. The findings reveal that both BCQ and Content Credibility have medium effects on Brand Trust, with effect sizes of $f^2 = 0.264$ and $f^2 = 0.204$, respectively. Regarding purchase decisions, brand trust demonstrated a medium effect ($f^2 = 0.304$), suggesting that it plays an important role in explaining purchase decisions. In contrast, BCQ ($f^2 = 0.048$) and CC ($f^2 = 0.043$) had small effects on purchase decisions, indicating that their direct contributions were relatively limited compared to the mediating role of Brand Trust.

Table 9. Structural Model Hypothesis Testing Direct Effects

Direct Effect	Original Sample (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Value	Decision	Interpretation
BCQ → BT	0.440	0.438	0.108	4.072	< 0.001	Supported	Buzzer Content Quality has a significant positive effect on Brand Trust.
BCQ → PD	0.195	0.190	0.096	2.029	0.043	Supported	Buzzer Content Quality has a significant positive effect on purchase decisions.
BT → PD	0.507	0.502	0.096	5.269	< 0.001	Supported	Brand Trust has a significant positive effect on purchase decisions.
CC → BT	0.387	0.388	0.113	3.428	0.001	Supported	Content Credibility has a significant positive effect on Brand Trust.
CC → PD	0.179	0.186	0.090	1.993	0.046	Supported	Content Credibility has a significant positive effect on purchase decisions.

Interpretation

The direct effects analysis indicated that Buzzer Content Quality (BCQ) had a substantial positive effect on Brand Trust (BT) ($\beta = 0.440$, $t = 4.072$, $p < 0.001$) and Purchase Decision (PD) ($\beta = 0.195$, $t = 2.029$, $p = 0.043$). Content Credibility (CC) positively impacted Brand Trust ($\beta = 0.387$, $p = 0.001$) and Purchase Decision ($\beta = 0.179$, $p = 0.046$). Additionally, Brand Trust significantly affected purchase decisions ($\beta = 0.507$, $p < 0.001$). Since all T-statistics exceed 1.96 and P-values are below 0.05, all direct effects are statistically significant, indicating that improvements in buzzer content quality, content credibility, and brand trust contribute positively to consumers' purchase decisions (Hair et al., 2022).

Table 10. Specific Indirect Effects (Mediation Analysis)

Specific Indirect Effect	Original Sample (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Value	Decision	Interpretation
BCQ → BT → PD	0.223	0.223	0.078	2.875	0.004	Supported	Brand Trust significantly mediated the relationship between the Buzzer Content Quality and Purchase Decision.
CC → BT → PD	0.196	0.192	0.062	3.156	0.002	Supported	Brand Trust significantly mediated the relationship between content

							credibility and purchase decisions.
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Decision Criteria

Criteria	Decision	Reference
T Statistics > 1.96 and P Value < 0.05	Supported (Significant)	Hair et al. (2022)
T Statistics ≤ 1.96 or P Value ≥ 0.05	Not Supported (Not Significant)	Hair et al. (2022)

Interpretation of Indirect Effects

The results indicate that Brand Trust (BT) significantly mediates the relationship between Buzzer Content Quality (BCQ) and Purchase Decision (PD) ($\beta = 0.223$; $t = 2.875$; $p = 0.004$). Similarly, Brand Trust significantly mediated the relationship between Content Credibility (CC) and Purchase Decision (PD) ($\beta = 0.196$; $t = 3.156$; $p = 0.002$). Both indirect effects are statistically significant, with T-statistics above 1.96 and P-values below 0.05, confirming that Brand Trust is a significant mediator in the structural model (Hair et al., 2022). Moreover, the considerable direct and indirect effects indicate that the mediation is complementary (partial) mediation, in which Brand Trust enhances rather than substitutes the direct effects of BCQ and CC on Purchase Decision (Zhao et al., 2010).

Table 11. Mediation Assessment

Mediation Path	Direct Effect	P Value	Indirect Effect	P Value	Mediation Type	Interpretation
BCQ → BT → PD	0.195	0.043	0.223	0.004	Complementary Mediation (Partial Mediation)	Brand Trust partially mediates the relationship between Buzzer Content Quality and Purchase Decision because both the direct and indirect effects are statistically significant.
CC → BT → PD	0.179	0.046	0.196	0.002	Complementary Mediation (Partial Mediation)	Brand Trust partially mediates the relationship between Content Credibility and Purchase Decision because both the direct and indirect effects are statistically significant.

Mediation Type Interpretation

The mediation assessment indicated that BT significantly mediated the relationships between BCQ and PD and between CC and PD. Both mediation paths were statistically significant, as indicated by P-values below 0.05. Moreover, the direct effects remained significant, indicating that Brand Trust functions as a complementary (partial) mediator, strengthening rather than replacing the direct effects of BCQ and CC on purchase decisions. This finding is consistent with the mediation classification proposed by Zhao et al., (2010), which states that significant direct and indirect effects indicate complementary mediation. The significance of the mediation effects was assessed using the bootstrapping procedure recommended for PLS-SEM analysis (Hair et al., 2022).

Table 12. Model Fit Assessment

Model Fit Index	Obtained Value	Recommended Threshold	Decision	Interpretation
SRMR	0.073	< 0.08	Good Fit	The model demonstrated a good fit because the SRMR value was below the recommended threshold.
NFI	0.781	≥ 0.70	Acceptable Fit	The model exhibited an acceptable level of fit based on the NFI criterion.

Table 13. Thresholds for Model Fit

Model Fit Index	Threshold	Interpretation	Reference
SRMR (Standardized Root Mean Square Residual)	< 0.08	A good model fit is indicated when the value is below 0.08.	Hair et al. (2022); Henseler et al. (2014)
NFI (Normed Fit Index)	≥ 0.70	Indicates an acceptable model fit; values closer to 1 indicate a better fit.	Hair et al. (2022)

Interpretation of Model Fit

The model fit evaluation supports the adequacy of the proposed structural models. The SRMR value of 0.073 fell below the recommended cutoff of 0.08, indicating a satisfactory level of model fit. Furthermore, the NFI value reached 0.781, exceeding the suggested minimum criterion of 0.70, providing additional evidence that the proposed model appropriately represents the observed data. These results indicate that both the measurement and structural models are suitable for subsequent hypothesis testing (Hair et al., 2022); (Henseler et al., 2016).

DISCUSSION

The Effect of Buzzer Content Quality on Brand Trust and Purchase Decision

The findings reveal that Buzzer Content Quality (BCQ) has a significant positive effect on both Brand Trust (BT) and Purchase Decision (PD). This indicates that consumers are more likely to trust a brand and make purchasing decisions when the buzzer-generated content is perceived as informative, relevant, accurate, timely, and valuable. High-quality promotional content reduces information uncertainty and facilitates consumer evaluation of products in digital environments, thereby encouraging more confident purchasing decisions. These findings support the Information Quality Theory, which argues that high-quality information improves consumer trust and decision-making by reducing information asymmetry and perceived risk (Delone & Mclean, 2003). In the context of Culinary MSMEs, where consumers rely heavily on social media for product information, user-generated content becomes an important communication channel for building trust and influencing purchasing behavior.

These findings are consistent with those of several recent studies. Boom-Cárcamo et al. (2024) found that high-quality digital content enhances consumer trust by increasing perceived usefulness and reducing uncertainty in online transaction. Such as, (Restrepo-Morales et al., 2024) and (Md Shakir Ali et al., 2025) reported that informative and relevant digital content positively influences consumers' confidence and purchase intentions. Similarly, Hochstein et al., (2025) emphasized that content quality strengthens customer engagement and trust in digital communication, while (Filieri, Mcleay, et al., 2018) demonstrated that valuable online information positively affects consumer attitudes and purchasing behavior. Although these studies focused primarily on e-commerce, influencer marketing, or online reviews, the present study confirms that the positive influence of information quality also extends to buzz marketing within the Culinary MSME sector, highlighting the strategic role of buzz-generated content in influencing consumer behavior.

The present research provides new theoretical insights into digital marketing by demonstrating the relevance of Information Quality Theory in explaining consumers' responses to buzzer-generated promotional content. Unlike previous studies that primarily examined the direct relationships between content quality and consumer behavior, this study demonstrates that Buzzer Content Quality simultaneously strengthens Brand Trust and directly encourages purchase decisions, thereby providing a more comprehensive explanation of consumer decision-making in social media marketing. From a managerial perspective, Culinary MSMEs should prioritize the development of buzzer-generated content that is informative, accurate, and relevant, rather than merely increasing promotional intensity. Establishing content quality standards and ensuring the consistency of promotional messages can strengthen consumer trust, improve purchase decisions, and enhance the effectiveness of digital marketing strategies in increasingly competitive online markets.

From the perspective of Islamic business ethics, the positive influence of Buzzer Content Quality on Brand Trust and Purchase Decision reflects the importance of marketing communication based on *siddiq* (truthfulness), *tabligh* (transparent communication), and *fathanah* (wisdom). High-quality

promotional content should not merely be attractive or persuasive but should provide accurate, relevant, timely, and beneficial information that enables consumers to make informed purchasing decisions. The principle of *siddiq* requires buzzers and businesses to ensure that promotional claims correspond to the actual characteristics and quality of the products offered, while *tabligh* emphasizes the transparent communication of relevant information that consumers need before making a purchase. Fathanah further requires marketing actors to use appropriate knowledge and judgment in designing promotional messages so that commercial objectives remain aligned with consumer interests and welfare. In this context, the significant effect of Buzzer Content Quality on Brand Trust indicates that reliable and beneficial information can contribute to the development of consumer confidence, while its significant effect on Purchase Decision suggests that responsible information delivery can facilitate informed purchasing decisions. Therefore, improving content quality should be understood not only as a strategic digital marketing initiative but also as an ethical responsibility to reduce information asymmetry, protect consumers from misleading communication, and maintain trustworthy business relationships in accordance with Islamic business principles (Rifas & Nushthi, 2025; Azharuddin et al., 2025).

The Effect of Content Credibility on Brand Trust and Purchase Decision

The results show that Content Credibility (CC) has a considerably beneficial effect on both Brand Trust (BT) and Purchase Decision (PD). This suggests that consumers tend to trust a business and buy its items when the promotional content is seen as believable, trustworthy, authentic, and reliable. Credible information reduces perceived risk and uncertainty, enabling consumers to evaluate products with greater confidence before making a purchase decision. The findings expand current knowledge of digital marketing by demonstrating that Information Quality Theory provides a robust theoretical foundation for understanding consumers' responses to buzzer-generated promotional content (Hovland & Weiss, 1952). In digital marketing, credible content is essential for establishing consumer confidence, particularly in social media environments, where users are exposed to abundant and often conflicting information.

These results are consistent with current research that emphasizes the relevance of content trustworthiness to customer behavior. Hochstein et al., (2025) found that credible digital communication significantly enhances consumers' trust and engagement with brands. Boom-Cárcamo et al., (2024) reported that content credibility reduces information uncertainty and strengthens consumers' purchase intentions. Restrepo-Morales et al. (2024) further highlighted that credible digital content is a key driver of consumer confidence among MSMEs undergoing digital transformation. These findings also support earlier studies by (Willemsen et al., 2012). (C. M. K. Cheung et al., 2008), who concluded that credible online information positively influences trust and purchasing behavior. Compared with previous research, this study confirms that the influence of content credibility extends to buzzer marketing, where consumers evaluate not only the promotional message but also the credibility of the information conveyed in it.

This study highlights the role of Content Credibility as a key factor in enhancing brand trust and influencing purchase decisions for Culinary MSMEs. It identifies credibility as being crucial for alleviating consumer uncertainty in digital marketing. Managers are advised to partner with credible influencers to provide authentic, evidence-based promotional messages that boost brand trust and improve purchase outcomes.

From an Islamic business ethics perspective, the positive influence of Content Credibility on Brand Trust and Purchase Decision can be understood through the principles of *amanah* (trustworthiness) and *siddiq* (truthfulness). *Amanah* requires businesses and buzzers to fulfill their responsibility to consumers by providing information that is reliable and consistent with the actual characteristics of the products being promoted. *Siddiq* requires promotional communication to be truthful and free from exaggeration, false claims, or information that may mislead consumers. These principles are particularly relevant to buzzer marketing because consumers may have limited opportunities to directly verify promotional information before making a purchase. Islamic business ethics also prohibits *tadlis* (deceptive misrepresentation) and *gharar* (excessive uncertainty or ambiguity), both of which can arise when promotional content conceals relevant product information, exaggerates product benefits, or communicates unclear promotional terms. In this context, the significant effect of Content Credibility on Brand Trust indicates that truthful, reliable, and verifiable promotional information can strengthen consumer confidence, while its effect on Purchase Decision suggests that credible information facilitates

more confident consumer choices. Therefore, Content Credibility should be viewed not only as a strategic marketing asset but also as an ethical responsibility that supports consumer protection, reduces information asymmetry, and strengthens trust-based business relationships in accordance with Islamic business principles (Komariyah & Mashudi, 2026).

The Role of Brand Trust in Purchase Decision

The data show that among all the structural linkages in the suggested model, Brand Trust (BT) has the most beneficial effect on Purchase Decision (PD). This suggests that consumers are more likely to buy Culinary MSME items when they view the brand as trustworthy, honest, and able to provide what it claims to provide. Brand trust minimizes perceived risk and uncertainty, thereby increasing consumers' confidence in their purchase decisions. The findings are consistent with Commitment Trust Theory, which posits that trust is the foundation for effective long-term business-consumer relationships and a major determinant of behavioral outcomes (Morgan & Hunt, 1994).

These results are supported by several previous studies. Hanaysha (2022) reported that brand trust significantly enhances consumers' purchase intentions by strengthening emotional attachment and confidence toward a brand. Similarly, Boom-Cárcamo et al. (2024) and Restrepo-Morales et al. (2024) found that trust is a critical factor in digital marketing because it transforms positive perceptions of online information into actual purchase behavior. Recent evidence from Hochstein et al. (2025) suggests that trustworthy brand communication improves customer engagement and long-term relationships. These findings are further supported by Chaudhuri and Holbrook (2001), who concluded that brand trust is a major predictor of purchase behavior and customer loyalty across various market contexts.

This study demonstrates that Brand Trust significantly influences purchase decisions in the culinary MSME sector, highlighting its importance alongside high-quality and credible advertising content. These findings highlight the strategic importance of trust as a competitive advantage in digital marketing. Therefore, managers should focus on building trust through consistent product quality, transparent communication and credible promotional content. Strengthening consumer trust can increase purchasing decisions while fostering long-term customer relationships and sustainable business performance.

From an Islamic business ethics perspective, the strong influence of Brand Trust on Purchase Decision can be closely related to the principle of amanah, which emphasizes trustworthiness, responsibility, and the fulfillment of commitments in business relationships. The finding that Brand Trust has the strongest direct effect on Purchase Decision ($\beta = 0.507$, $p < 0.001$) indicates that consumer confidence is a particularly important mechanism in translating marketing communication into purchasing behavior. In an Islamic business context, such trust should be established through consistency between promotional claims and actual product performance, truthful communication, fair treatment, and fulfillment of commitments to consumers. The principle of amanah therefore extends beyond the perception that a brand is reliable; it represents an ethical responsibility to ensure that consumers receive what has been promised. In addition, siddiq (truthfulness) requires businesses to communicate product information honestly, while tabligh (transparent communication) requires relevant information to be conveyed clearly and openly. Conversely, practices involving tadlis (deceptive misrepresentation) or gharar (excessive uncertainty and ambiguity) may undermine the trust that supports consumer purchasing decisions. Therefore, the strong effect of Brand Trust identified in this study suggests that trust can function not only as a psychological determinant of Purchase Decision but also as an ethical outcome of responsible business conduct. For Culinary MSMEs, maintaining amanah through consistent product quality, truthful communication, transparent promotional practices, and reliable fulfillment of commitments can strengthen consumer confidence and provide a sustainable competitive advantage in digital markets (Al-Farabi, 2026).

The Mediating Role of Brand Trust

The mediation analysis demonstrated that Brand Trust (BT) significantly mediated the relationships between Buzzer Content Quality (BCQ) and Purchase Decision (PD), as well as between Content Credibility (CC) and Purchase Decision (PD). The significant indirect effects indicate that high-quality and credible buzzer-generated content enhances consumers' purchase decisions by strengthening their trust in the promoted brand. Furthermore, because both the direct and indirect effects remained statistically significant, the mediation was classified as complementary (partial), suggesting that Brand

Trust reinforces rather than replaces the direct influence of BCQ and CC on purchase decisions. These findings are consistent with the mediation framework proposed by (Zhao et al., 2010) (Hair et al., 2022).

The present findings are supported by several recent studies that emphasize the importance of trust as an underlying mechanism in digital marketing. Boom-Cárcamo et al., (2024) Consumer trust serves as a crucial mediator between the quality of digital content and the resulting behavioral outcomes in online spaces. Similarly, Hochstein et al., (2025) highlighted that trustworthy digital communication strengthens customer engagement and purchasing behavior through increased confidence in brands. Restrepo-Morales et al., (2024) reported that trust shows a crucial role in transforming digital marketing activities into positive consumer responses among MSMEs. These findings complement earlier studies by (Gefen, 2002; Gefen et al., 2003) (Morgan & Hunt, 1994), which identified trust as a central mechanism linking marketing communication and consumer behaviour.

This study confirms that Brand Trust plays a crucial psychological role in how buzzer-generated content affects consumers' purchase decisions, thereby extending the digital marketing literature. Unlike previous studies that mainly examined the direct effects of content quality or credibility, this study demonstrates that trust significantly strengthens these relationships within the context of Culinary MSMEs. From a managerial perspective, businesses should focus on improving the quality and credibility of promotional content and developing long-term trust through consistent communication, authentic information, and reliable brand performance. Such an integrated strategy is expected to enhance consumer confidence, increase purchase decisions and strengthen sustainable customer relationships.

The mediating role of Brand Trust can also be interpreted from the perspective of Islamic business ethics. The significant indirect effects of Buzzer Content Quality and Content Credibility on Purchase Decision through Brand Trust suggest that trustworthy and ethically communicated information can influence consumer decisions by first establishing confidence in the promoted brand. In Islamic business ethics, this process is consistent with *amanah* (trustworthiness) and *siddiq* (truthfulness), as consumer trust should be built through reliable and honest communication rather than manipulation or deception. *Tabligh* (transparent communication) requires relevant product information to be communicated clearly, while *fathanah* (wisdom) encourages businesses and buzzers to design promotional strategies responsibly and with consideration for consumer welfare. At the same time, avoiding *tadlis* (deceptive misrepresentation) and *gharar* (excessive uncertainty or ambiguity) is essential because deceptive or unclear promotional information may weaken the trust underlying consumer purchase decisions. Therefore, the mediation finding indicates that Brand Trust is not only a psychological mechanism linking digital marketing content to Purchase Decision but also an ethical outcome that can emerge from credible, transparent, and responsible marketing communication. Integrating these Islamic ethical principles into buzzer marketing can help Culinary MSMEs strengthen consumer confidence, protect consumers from misleading information, and develop sustainable trust-based business relationships (MayaPutra & Yusrizal, 2025; Rifas & Nushthi, 2025).

Managerial Implications

This study offers practical insights for managers of culinary MSMEs by highlighting the strategic role of credible and high-quality buzzer-generated content in fostering brand trust and encouraging purchase decisions. As Buzzer Content Quality and Content Credibility significantly influence brand trust and purchase decisions, businesses should focus on developing promotional content that is informative, accurate, relevant, and transparent, rather than merely increasing the frequency of social media campaigns. Consumers increasingly evaluate the quality and credibility of online information before making purchasing decisions; therefore, high-quality content should be a strategic asset for enhancing customer engagement and reducing perceived purchase risk.

The findings also suggest that Brand Trust should be considered a central objective of digital marketing strategies. Rather than relying solely on short-term promotional activities, Culinary MSMEs should establish long-term trust through consistent product quality, authentic communication, transparent pricing, and reliable customer service. Furthermore, selecting buzzers with strong credibility, expertise, and positive online reputation is essential because the effectiveness of promotional messages depends not only on content quality but also on consumers' confidence in the information source. These strategies are expected to strengthen customer confidence and encourage repeat purchasing behavior,

thereby contributing to sustainable business performance (Hanaysha, 2022b). (Morgan & Hunt, 1994). (Mason et al., 2021)

From a strategic perspective, the proposed research model provides practical guidance for MSME owners and digital marketing practitioners to design more effective social media campaigns. Rather than emphasizing promotional intensity alone, businesses should integrate content quality, credibility, and brand trust into a comprehensive marketing strategy. Such an integrated approach enables firms to build stronger customer relationships, improve purchasing decisions, and achieve long-term competitive advantages in increasingly competitive digital markets. These findings also provide useful insights for government agencies and MSME development institutions in designing digital marketing training programs that emphasize trust-based marketing communication and high-quality content.

From the perspective of Islamic business ethics, the effectiveness of buzzer marketing should be supported by specific practices that promote honesty, transparency, accountability, and consumer protection. First, culinary MSMEs should select buzzers not only based on follower numbers or promotional reach but also on their credibility, reputation, and commitment to responsible communication. This practice reflects *amanah* (trustworthiness) because marketing actors are entrusted with communicating information about the products to consumers. Second, all promotional claims should be verified by the MSME before publication and should accurately reflect the actual product, including its ingredients, portion size, price, promotional terms, benefits, and limitations. This practice reflects *siddiq* (truthfulness) and helps prevent misleading communication.

Third, buzzer-generated content should provide relevant product information clearly and transparently, including information that may materially influence consumers' purchasing decisions. This reflects *tabligh* (transparent communication) and helps consumers make informed choices. Fourth, MSMEs should avoid exaggerated claims, fabricated testimonials, hidden product limitations, and ambiguous promotional terms because such practices may constitute *tadlis* (deceptive misrepresentation) or create *gharar* (excessive uncertainty). Fifth, businesses should establish a simple internal review procedure before promotional content is published to ensure that information is accurate, verifiable, and consistent with the actual product. Finally, *fathanah* (wisdom) should guide the overall marketing strategy by encouraging MSMEs to balance promotional effectiveness with ethical responsibility and consumer welfare. These practices can strengthen Brand Trust, improve the credibility of buzzer-generated content, reduce consumer uncertainty, and support sustainable business relationships consistent with Islamic business ethics.

CONCLUSION

This study demonstrates that both Buzzer Content Quality and Content Credibility play pivotal roles in shaping consumers' purchase decisions within the culinary MSME sector. While both variables directly influence purchasing behavior, their effects become stronger when mediated by Brand Trust, confirming that consumer trust represents a critical psychological mechanism in digital decision-making. Among the proposed determinants, Content Credibility emerged as the strongest predictor, suggesting that consumers value promotional information they perceive as reliable and trustworthy more than persuasive content alone. These findings broaden the application of Information Quality Theory by demonstrating that the effectiveness of promotional content generated by buzzers depends not only on the quality of the information presented but also on its credibility in cultivating trust, which subsequently drives purchasing decisions.

Beyond extending Information Quality Theory, this study also contributes to the Islamic business ethics literature by demonstrating that effective digital marketing should be supported by ethical values embedded in Islamic commercial principles. The findings suggest that buzzer-generated promotional content becomes more effective when it reflects *amanah* (trustworthiness), *siddiq* (truthfulness), *tabligh* (transparent communication), and *fathanah* (wisdom), while avoiding practices associated with *gharar* (excessive uncertainty) and *tadlis* (misrepresentation). Integrating these ethical principles into digital marketing practices enables Culinary MSMEs to strengthen consumer trust while ensuring that promotional activities remain consistent with the values of Islamic business conduct and consumer protection.

From a managerial perspective, the findings suggest that Culinary MSMEs should move beyond simply increasing the volume of digital promotional activities and instead prioritize the development of accurate, credible, transparent, and consumer-oriented content. Establishing trust through consistent communication and ethically responsible promotional practices enables businesses to strengthen consumer confidence, improve purchasing decisions, and foster long-term customer relationships. Consequently, buzzer marketing should not be viewed merely as a promotional instrument but as a strategic trust-building mechanism capable of creating sustainable competitive advantages. The integrated framework proposed in this study also provides practical guidance for MSME managers in designing digital marketing strategies that balance persuasive communication with information credibility while incorporating Islamic ethical values into marketing practices.

Although the proposed framework provides meaningful insights into consumer responses to buzzer-generated promotional content, its interpretation should be considered within the study context. The empirical evidence was derived from consumers of Culinary MSMEs in South Jakarta, which may limit the transferability of the findings to other industries and geographical settings. Although the proposed framework provides meaningful insights into consumer responses to buzzer-generated promotional content, several limitations should be acknowledged. First, the empirical evidence was obtained from 98 consumers of Culinary MSMEs in South Jakarta. Although this sample was considered adequate for the PLS-SEM analysis conducted in this study, its relatively small size and purposive sampling approach may limit the statistical generalizability of the findings to broader consumer populations. Second, the study was conducted within a specific geographical and business context, namely Culinary MSMEs in South Jakarta, which may limit the transferability of the findings to other regions, industries, or consumer groups. Third, the cross-sectional research design captures consumer perceptions at a single point in time and therefore cannot fully explain changes in Brand Trust and Purchase Decision over time. Future studies should consider larger and more diverse samples, probability-based or broader sampling approaches where feasible, and longitudinal research designs. Future research could also examine additional Islamic marketing constructs, such as perceived sharia compliance, ethical marketing perception, consumer religiosity, or Islamic consumer trust, to provide a more comprehensive understanding of how Islamic business ethics shape digital marketing effectiveness.

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AUTHOR CONTRIBUTION STATEMENT

Wiwit Damayanti served as the lead researcher, responsible for conceptualizing the research framework, designing the methodology, developing the theoretical integration, and leading the data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The researcher contributed significantly to the literature review on buzzer content quality, content credibility, brand trust, and purchase decisions, as well as developing the hypotheses and interpreting the findings in relation to Information Quality Theory and Commitment-Trust Theory. Indri Astuti contributed substantially to the data collection process, including questionnaire development, survey distribution, and respondent screening, as well as participating in the measurement model assessment and structural model evaluation. Kunto Atmojo provided critical insights into the Islamic business ethics perspective, particularly in interpreting the findings through the principles of amanah, siddiq, tabligh, fathanah, and the avoidance of gharar and tadlis. Nurwulan Kusuma Devi contributed to the literature review and theoretical framework development, particularly in relation to digital marketing and consumer behavior in the culinary MSME sector. Haspul Naser participated in data analysis, including the assessment of convergent validity, discriminant validity, and mediation analysis, as well as assisting with manuscript revision and refinement. All authors reviewed and approved the final manuscript before submission.

AI DISCLOSURE STATEMENT

The researchers utilized Grammarly, an AI-assisted language support tool, to enhance grammar, sentence structure, and overall language clarity during the preparation of this manuscript. The tool was

employed solely for language refinement purposes to improve readability and ensure grammatical accuracy. Additionally, the researchers used SmartPLS 4 software for statistical analysis, including measurement model assessment, structural model evaluation, and mediation analysis, as part of the standard quantitative research methodology. However, all intellectual content, including the research idea, study design, theoretical framework, hypothesis development, interpretation of findings, discussion, and conclusions, was entirely developed by the researchers based on original empirical data collected from consumers of culinary MSMEs in South Jakarta. The AI tool did not contribute to the generation of ideas, data analysis (beyond the intended use of statistical software), or any substantive aspects of the research. The manuscript was carefully reviewed and revised by all authors to ensure accuracy, authenticity, and originality. The researchers assume full responsibility for all aspects of this publication, including its content, interpretations, and conclusions.

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CONFLICTS OF INTEREST

The authors declare that there are no conflicts of interest associated with this research or its publication. No financial, personal, professional, or institutional relationships exist that could have inappropriately influenced the research design, data collection, analysis, interpretation, or presentation of findings. All authors have maintained objectivity and scientific integrity throughout the research process. The researchers affirm that the study was conducted with full transparency and that no competing interests have affected the outcomes or conclusions presented in this manuscript. Any potential influences have been disclosed to ensure the credibility and reliability of the research findings. The researchers further confirm that the funding received from DIKTISAINTEK through the Research Grant Program did not influence the research methodology, analysis, or conclusions, and that the authors retain full academic independence in interpreting and presenting the study results.

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