



The Effect of Product Reviews and Content Marketing on Purchasing Decisions at T'samie Noodle Bar Restaurant

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ABSTRACT

This study examines how T'samie Noodle Bar Restaurant customers' judgements about what to buy are influenced by product reviews and content marketing. Multiple linear regression analysis was used in a quantitative way to build a causal associative descriptive design. One hundred individuals were chosen at random from among social media users who had made repeat purchases. Data was gathered using a Likert scale questionnaire, and its validity and accuracy were examined. The results showed that while product reviews had a significant impact ($\beta = 0.257$), content marketing had a bigger impact ($\beta = 1.006$). The two factors accounted 61.5% of the variation in buying decisions. These results suggest that review management and an efficient content strategy are crucial elements of culinary marketing.

INTRODUCTION

The culinary industry has developed significantly in the more dynamic period of globalisation and has emerged as one of the most alluring sectors, particularly to the millennial generation. Consistent product and service improvements and a responsiveness to change are traits of the food business that contribute to its appeal (Anggraini & Saino, 2021). Businesses in this market must constantly adapt and alter because of the fierce competition. Indonesia's food and beverage (F&B) sector is performing better than ever. The Indonesian Industry Data Centre reports that the food and beverage sector's performance in the third quarter of 2022 improved by 3.57% compared to the previous quarter's performance of 3.49% (Ministry of Industry, 2022 in Mahadi, 2022).

In Indonesia, noodles are among the most consumed foods. There are many different ways to serve noodles, from classic regional dishes to quick preparations that are bursting with modern tastes and styles. One key element in drawing customers is the variety and delicious options provided by this diversification (Fz Sabillah, 2022 in Mita Istinaewati & R.A. Nurlinda, 2024). Not just as a substitute for everyday meals, noodles are becoming a part of a burgeoning culinary culture.

With the ultimate goal of generating profitable consumer action, content marketing is a strategic strategy in modern marketing that places an emphasis on the production and dissemination of pertinent, worthwhile, and consistent material in order to draw in and hold on to a precisely focused audience. Through interactive content that caters to audience demands, this strategy has been shown through empirical research to improve customer engagement and fortify brand image (Nurazizah et al., 2025, p:5). Through cognitive processes that act as mediators between content and customer responses, content marketing also significantly boosts consumer engagement in the social media setting (Saleh Shkeer et al., 2024:2430). Additionally, brand attachment and brand defence are greatly mediated by behavioural engagement in digital content marketing tactics, making digital content a powerful instrument for influencing customer loyalty (AlFraihat et al., 2025: 3). The newest trends in content marketing, like influencer partnerships, video marketing, brand storytelling, and content personalisation, have been shown to have a beneficial effect on boosting consumer loyalty and engagement. Authenticity, usefulness, and enjoyment have been identified as key elements in the development of successful content marketing strategies that cater to customer preferences in certain industrial sectors, such as the beauty industry (Gupta & Dutt, 2025:10). By using content-based marketing to give customers pertinent information that satisfies their needs, businesses may build enduring relationships with their customers. In actuality, evaluating a content strategy's efficacy necessitates a deep comprehension of customer behaviour.

In addition to content marketing, product reviews have a significant impact on consumers' buying resolutions. Digitally published reviews are often viewed as an accurate representation of the customer experience.

of the customer experience. While unfavorable reviews can complicate the buying process, positive reviews can increase purchase intent and increase product trust (Melati & Dwijayanti, 2020). Therefore, controlling online

reputation through reviews is an important part of digital marketing strategy, especially in the culinary industry where customer impressions are very important.

Pulizzi (2019 in Kristina & Aminah, 2023) states that content marketing is an ongoing process that includes developing and disseminating useful ideas to attract the appropriate audience and, ultimately, generate profits for the business. To build stronger relationships with customers, this strategy involves creating visual content in an emotional and educational way (Saputra, 2020 in Ananda et al., 2025). Positive perceptions about products can influence purchasing decisions.

According to Kotler and Algifari in (Belekubun et al., 2022), services are actions provided to others that are intangible and have no ownership. One important consideration for consumers when making decisions is product quality. Products that do not match expectations can make customers less likely to make another purchase, while Kotler's opinion states that products that match expectations will make customers more loyal (Belekubun et al., 2022). Tamie Noodle Bar restaurant provides a wide selection of flavors, affordable prices, attractive appearance, and excellent quality standards. With this context, the purpose of this study is to investigate how consumers' decisions regarding their purchases at Tamie Noodle Bar restaurant are influenced by content marketing and product quality.

LITERATURE REVIEW

Product reviews

Product reviews, often referred to as online customer reviews, are direct responses from customers based on their experience with a good or service. These responses are usually in the form of digital content such as writings, photos and videos that are disseminated through online platforms and can influence consumers' decision to buy something. According to Almana and Mirza, the main factor influencing purchasing decisions is the number of online customer reviews and their accuracy.

Product reviews provide information from the consumer's point of view and can provide recommendations based on previous customer experiences (Liu et al., 2020) in (Cahyaningtyas & Wijaksana, 2021). Agustinus and Marbun (2020) state that product reviews are a way for customers to assess and obtain relevant information before deciding what they buy.

According to Lackermair, Kailer, and Kanmaz in (Shafa & Hariyanto, 2020), there are four important dimensions in product reviews, namely: (1) awareness, consumer awareness of the product; (2) frequency, the frequency of reviews that appear; (3) comparison, product comparison; and (4) influence, how much influence reviews have on consumer decisions.

Content marketing

The primary goal of content marketing, a sort of marketing activity used by businesses on social media sites like Facebook, YouTube, TikTok, and Instagram, is to enlighten consumers about the characteristics of their products.

According to Putra and Aulia (2023), content marketing is a crucial tactic for raising brand awareness and sales conversions.

According to Limandono (Abdul et al., 2022), content marketing is a strategic method that involves the creation, production, and distribution of interesting material with the goal of turning viewers into paying consumers. Holmian and Rowley (2014 in Artika et al., 2024) state that dialogue, visual components, words, and phrases can all be considered content. All of these can be used to successfully communicate information and grab the target audience's attention.

Content marketing, according to Pulizzi in (Cahyaningtyas & Wijaksana, 2021), is a strategic approach to marketing that centers on producing and disseminating worthwhile, pertinent, and consistent content to a precisely defined target audience in order to motivate them to take actions that will benefit the business. According to Yusuf et al. (2020 in Cahyaningtyas & Wijaksana, 2021), the following six factors affect the allure of content marketing: readability, viewing time, tone, design, real-world events, and delivery mode.

Purchase Decision

According to Kotler and Armstrong (2012 in Cahyaningtyas & Wijaksana, 2021), a person solves problems by selecting alternative behaviours that he deems most acceptable while making purchases. This procedure is the initial step in the decision-making process for purchases. Assauri in (Br Marbun et al., 2022) discovered that the timing, frequency, and location of a consumer's purchases all affect their decision to acquire a product. The following are the six primary components in the decision-making process when making a purchase, according to Tjiptono (in Br Marbun et al., 2022): (1) product selection, (2) brand selection, (3) channel selection, and (4) buy amount or number.

Framework of Thought

Description:

The following hypothesis can be made in light of the material's description above:

H1: It is suspected that product reviews affect decision-making at Tsamie Noodle Bar Restaurant.

H2: It is suspected that content marketing affects decision-making at the T`samie Noodle Bar Restaurant.

H3: Product reviews and content marketing are thought to influence customers' decisions to buy from Tamie Noodle Bar Restaurants.

Hypothesis Formulation

H1 : Product reviews on restaurant purchasing decisions

According to (Hansel Agustinus & Saortua Marbun, 2020) product reviews are reviews contained in online and offline shopping media that make it easier for a consumer to choose and find information that is useful for consumers to make a decision on purchasing.

H2 : Content Marketing on Decision Resolution

According to (Putra & Aulia, 2023) explains that content marketing is the most important and basic strategy so that brands are better known and conversions are high.

H3 : Product reviews and Content Marketing Purchasing Decisions

Before entering the decision-making stage, customers are presented with a number of options; hence, they will act to choose to purchase a product based on pre-established options (Nuraeni & Irawati, 2021).

METHODOLOGY

This study uses causal associative descriptive research design and quantitative methodology. Random sampling was used, and multiple linear regression was used to analyze the data. One hundred people participated in this study, and a Likert scale was used for measurement.

According to Sugiyono (2021), population is a generalization area that includes subjects or objects with certain characteristics that have been determined by researchers to study and then draw conclusions (Sugiyono, 2021). The sample is also part of the population that represents the characteristics of the population. For this study, a random sampling method or sample selection based on certain criteria was used. (1) Customers who use social media and (2) Customers who have shopped more than once will be explained further in the research description.

In this study, quantitative methods and a causal associative descriptive research design are employed. The data was analyzed using multiple linear regression and random sampling. In this study, one hundred participants were measured using a Likert scale.

A population, according to Sugiyono (2021), is a category for generalization that comprises individuals or items with particular attributes chosen by researchers for investigation and subsequent conclusion-making (Sugiyono, 2021). Additionally, the sample is a subset of the population that reflects the population's features. A random sampling technique or sample selection based on predetermined criteria was applied for this investigation. The research description will go into additional detail about (1) customers who utilize social media and (2) customers who have made many purchases.

RESEARCH RESULTS AND DISCUSSION

Validity Test

Table 1. Validation test value

Y1	0.611	0,196	VALID
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Y2	0.694	0,196	VALID
Y3	0.544	0,196	VALID
Y4	0.662	0,196	VALID
Y5	0.661	0,196	VALID
Y6	0.704	0,196	VALID
Y7	0.537	0,196	VALID
Y8	0.589	0,196	VALID
Y9	0.675	0,196	VALID
Y10	0.585	0,196	VALID
x1.1	0.612	0,196	VALID
x1.2	0.478	0,196	VALID
x1.3	0.515	0,196	VALID
x1.4	0.603	0,196	VALID
x1.5	0.739	0,196	VALID
x1.6	0.633	0,196	VALID
x1.7	0.487	0,196	VALID
x1.8	0.683	0,196	VALID
x1.9	0.690	0,196	VALID
x1.10	0.645	0,196	VALID
x1.11	0.716	0,196	VALID
x1.12	0.706	0,196	VALID
x1.13	0.681	0,196	VALID
x1.14	0.556	0,196	VALID
x2.1	0.819	0,196	VALID
x2.2	0.850	0,196	VALID
x2.3	0.832	0,196	VALID
x2.4	0.820	0,196	VALID

Based on the data above, the calculated *r* values for the Purchase Decision, Product Review, and Content marketing questions are all higher than the *r* table value (0.196). The computed *r* table yields a value of 0.196 using the *r* table value for $N - 2 = 100 - 2 = 98$ at the 5% significance level. As a result, every question raised above is legitimate.

Reliability Test

A technique for evaluating a questionnaire's dependability is reliability, which is a variable of a construct or variable. The questionnaire is regarded as reliable if the answers remain consistent or stable throughout time. A variable is deemed dependable if its Cronbach Alpha value is more than 0.60 (Ghozali, 2018).

Table 2. Reliability test values

No.	Variable	Cronbach's Alpha	Description
1.	Product	0,878	Reliable
2.	Content marketing	0,847	Reliable
3.	Purchase Decision	0,820	Reliable

The reliability test resulted in values for all variables of more than 0.60, which based on the criteria, can be considered reliable, as can be looked at in the table above.

Classical Assumption Test

Normality Test

The normality test is used to determine whether or not the data obtained from each variable under analysis exhibits a normal distribution pattern. To determine whether the variables are normal, we apply the Kolmogorov-Smirnov formula. Depending on the classification method, a distribution is deemed normal if $p > 0.05$ and pathological if $p < 0.05$.

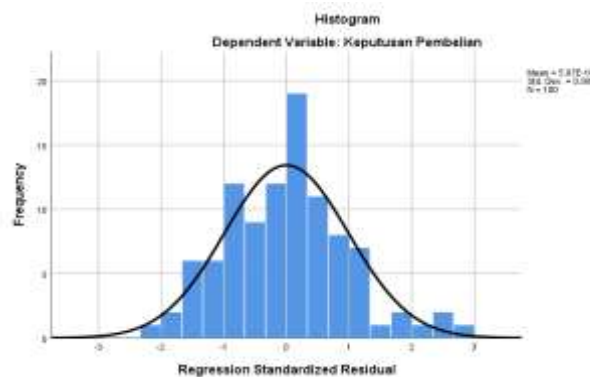


Figure 1. Histogram graph

Because the shape of the following histogram graph is normal and does not deviate to the right or left, it also shows that the data is regularly distributed. The test results with the histogram graph are also supported by the normal plot graph.

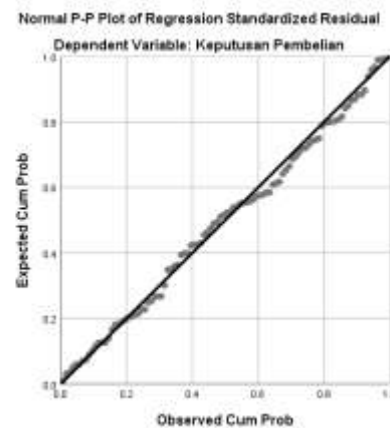


Figure 2. P-Plot Image

Because the P-Plot image demonstrates that the dots follow and approach the diagonal line, the regression model satisfies the assumption of normalcy.

Table 3. Kolmogorov-Smirnov Test

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^(a) ^(b)	Means	.0000000
	Std. Deviation	3.07176498
Most Extreme Difference	Abzsolute	.055
	Positive	.055
	Negative	-.033
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^(c) ^(d)
a. The test distribution is Normal.		
b. Calculated from the data.		
c. Lilliefors Significance Correction.		
d. This is the lower limit of true significance.		

A significance value of 0.200, higher than alpha (0.05), was achieved based on the findings of the One Sample Kolmogorov-Smirnov (K-S) test, a traditional assumption test used to determine if residuals are normally distributed.

Linearity Test

Finding out if the independent and dependent variables have a linear relationship is the aim of the linearity test. The linearity test requirements state that if the linearity significance value is less than 0.05 and the departure from the linearity significance value is greater than 0.05, then there is a linear relationship between the independent and dependent variables.

Table 4. Purchase Decision-Product

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.
(Combined)	1663.793	33	50.418	4.365	.000

Purchase Decision	*Between	Linearity	1127.619	1	1127.619	97.627	.000
Product	Groups	Deviation	from536.175	32	16.755	1.451	.101
		Linearity					
	Within Group		762.317	66	11.550		
	Total		2426.110	99			

The aforementioned data indicate that there is a linear association between Products with Purchasing Decisions, with a Linearity significance value of 0.000 <0.05 and a Deviation from Linearity value of 0.101 > 0.05.

Table 5. Purchase resolution-Content marketing

ANOVA Table							
			Sum	of	Mean		
			Squares	df	Square	F	Sig.
Purchase Decision	*Between	(Combined)	1274.079	11	115.825	8.848	.000
Content Marketing	Groups	Linearity	1132.238	1	1132.238	86.488	.000
		Deviation	from141.842	10	14.184	1.083	.384
		Linearity					
	Within Group		1152.031	88	13.091		
	Total		2426.110	99			

The aforementioned results indicate a linear link between content marketing and purchase decisions, with a deviation from linearity value of 0.384 > 0.05 and a linearity significance value of 0.000 < 0.05.

Table 6. Multicollinearity Test Multicollinearity Test

Coefficient (a)							
		Standardized				Collinearity Statistic	
		Unstandardized Coefficient	Coefficient				
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	5.891	2.418		2.436	.017	
	Product	.257	.042	.449	6.112	.000	.735 1.360
	Content Marketing	1.006	.164	.452	6.151	.000	.735 1.360

a. Dependent Variable: Purchase Decision

The regression model does not exhibit multicollinearity, according to the multicollinearity test results table, since the VIF value is less than 10 and the tolerance value for each variable is more than 0.10.

Heteroscedasticity Test

To ascertain whether heteroscedasticity is present or not, statistical tests are employed. Decisions about the heteroscedasticity test are based on the Glejser test, which was selected as a statistical test (Ghozali, 2018).

Table 7. Heteroscedasticity test

		Coefficient (a)				
		Unstandardized Coefficient		Standardized Coefficient		
Model		B	Standard Error	Beta	t	Sig.
1	(Constant)	3.167	1.511		2.096	.039
	Product	-.023	.026	-.101	-.859	.392
	Content Marketing	.023	.102	.027	.230	.819

a. Dependent Variable: Abs_RES

The significance value of each variable is more than 0.05, indicating that there is no heteroscedasticity issue in the data, according to the Glejser method's heteroscedasticity test.

Heteroscedasticity Test with Scatterplot

Finding out if the variance of the residuals in a regression model changes from one observation to the next is done using the heteroscedasticity test. To determine whether heteroscedasticity is present or not, a graph comparing the dependent variable's residuals (SRESID) and its projected value (ZPRED) can be utilized. If there is no discernible pattern and the points are dispersed above and below the 0 on the Y axis, heteroscedasticity is not present.

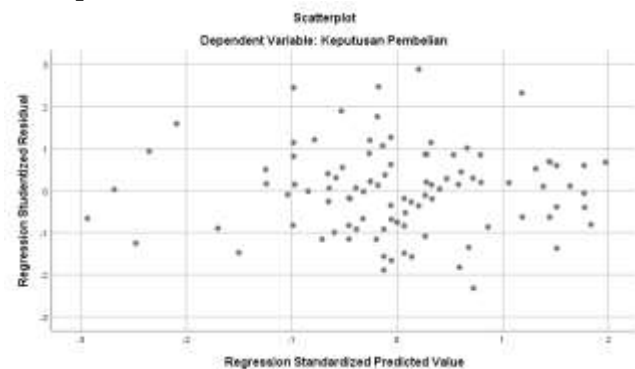


Figure 3. Heteroscedasticity Scatter Diagram

As seen in the accompanying graph, which lacks a discernible pattern, the dots are dispersed above and below point 0 on the Y-axis. This suggests that there is no heteroscedasticity in the data gathered for this study.

Multiple Regression Analysis

Table 8. Multiple regression analysis test

		Coefficient (a)				
		Unstandardized Coefficient		Standardized Coefficient		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.891	2.418		2.436	.017
	Product	.257	.042	.449	6.112	.000
	Content Marketing	1.006	.164	.452	6.151	.000

a. Dependent Variable: Purchase Decision

The multiple linear regression equation can be structured as follows based on the findings mentioned earlier:

$$Y = 5.891 + 0.257X(1) + 1.006X(2) + e$$

- The constant value is 5.891, indicating that the decision to purchase is 5.891 if the Product and Content marketing variables are considered constant (0).
- The product variable (x1) has a regression coefficient of 0.257. This shows that the choice to buy will increase by 0.257 for every 1% increase in the product.
- The content marketing variable (x2) has a regression coefficient of 1.006. This shows that purchasing decisions will increase by 1.006 for every 1% increase in content marketing.

Hypothesis Testing

Partial T Test

Table 9. Partial T Test

Coefficient (a)					
Model		Unstandardized Coefficient		Standardized Coefficient	
		B	Standard Error	Beta	t
1	(Constant)	5.891	2.418		2.436
	Product	.257	.042	.449	6.112
	Content Marketing	1.006	.164	.452	6.151
					Sig.
					.017
					.000
					.000

a. Dependent Variable: Purchase Decision

With a significant level of $0.000 < 0.05$, the product's computed t value = 6.112 is more than the t table's t value = 1.984 displayed in the above table. Consequently, H0 is denied while H1 is accepted, demonstrating that products affect purchase decisions.

With the value of t count = 6.151 greater than t table = 1.984, the significant threshold of $0.000 < 0.05$ suggests that content marketing influences purchasing decisions.

F test

Ghozali (2018) states that the F test is used to ascertain whether the independent variables have a simultaneous or combined effect on the dependent variable at the 0.05 level.

Table 10. F test

ANOVA (a)					
Model		Number of Squares df		Mean Square	F
1	Regression	1491.972	2	745.986	77.462
	Remaining	934.138	97	9.630	
	Total	2426.110	99		
					Sig.
					.000(b)

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Content Marketing, Product

According to the aforementioned results, the significance for the content and product regression models is 0.000 or less than 0.05, and the computed F value of 77.462 is higher than the F table. Consequently, purchasing decisions are influenced by both the product and content regression models at the same time.

Coefficient of Determination

Table 10. R square test

Model Summary ^(b)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784(a)	.615	.607	3.103

a. Predictors: (Constant), Content Marketing, Product

b. Dependent Variable: Purchase Decision

Based on earlier results from the coefficient of determination, the R Square value is 0.615. According to statistical calculations, the independent variables (product and content marketing) have a 61.5% chance of explaining changes in the dependent variable (choice to buy). Other factors not included in the regression model under analysis account for the remaining 38.5%.

The Effect of Product Reviews on Decision Resolution

Purchase decisions are significantly and favorably impacted by product reviews. This is demonstrated by a significance level below 0.05 ($0.000 < 0.05$) and a computed t value of 6.112 that is higher than the t table of 1.984. Given that H0 is rejected and H1 is accepted, it can be said that product reviews significantly influence consumers' decisions to buy.

This result is consistent with the study "The Effect of Product Reviews and the Use of Content Marketing on Social Media on Product Purchasing Decisions at Shopee Online Stores for GMIM Youth in Mandolang Satu Region" by Putri and Humaira (2023), which demonstrates that product reviews positively influence purchasing decisions. This means that the more positive and high-quality reviews left by prior customers, the more likely it is that new customers will make purchases. According to the study's findings, buyers will feel more confident and interested in making purchases if they read reputable and educational product reviews from other customers.

The Effect of Content Marketing on Decision Resolution

Resolutions to make purchases are positively and significantly impacted by content marketing. This is demonstrated by a significance level below 0.05 ($0.000 < 0.05$) and a computed t value of 6.151 that is higher than the t table of 1.984. Therefore, it can be said that purchase resolutions are significantly impacted by content marketing.

The results of the study "The Effect of Content Marketing and Online Customer Reviews on Online Purchasing Decisions at the Berau Regency Student and Student Community (KPMKB) in Samarinda" by Atika et al. (2024) support this finding. The study demonstrates that content marketing influences purchasing decisions in a positive way, meaning that the more engaging and

pertinent marketing content offered, the more likely it is that customers will make a purchase. According to the study's findings, engaging and innovative social media marketing material will boost customer interest and engagement, which will in turn motivate consumers to make purchases.

Effect of Product Reviews and Marketing Content on Purchasing Decisions

Purchase decisions are positively and significantly impacted by both content marketing and product reviews. This is demonstrated by a significant level below 0.05 ($0.000 < 0.05$) and a computed F value of 77.462, which is higher than the F table of 3.09. Therefore, it can be said that concurrent decision making is significantly impacted by the regression model of marketing content and product reviews.

The research by Lalensang et al. (2024) on "The Effect of Product Reviews and the Use of Marketing Content on Social Media on Product Purchasing Decisions at Shopee Online Stores for GMIM Youth in Mandolang Satu Region" supports this finding. It demonstrates that both product reviews and marketing content have a positive impact on purchasing decisions. This means that a combination of positive product reviews and engaging marketing content will increase the likelihood that customers will make a purchase. According to the study's findings, a marketing plan that combines original marketing material with reliable product reviews will be more effective at persuading customers to buy.

CONCLUSION AND RECOMMENDATIONS

The findings of a study on the effects of product evaluations and content marketing on Tamie Noodle Bar Restaurants point to the positive and considerable influence of these two independent factors on consumer purchasing decisions. With a regression coefficient of 0.257 and a computed t value of 6.112, which is greater than the t table of 1.984, the partial test findings indicate that product reviews have a significant impact. This demonstrates that a 25.7% increase in purchasing decisions may be achieved with a 1% improvement in the caliber of product reviews.

However, with a regression coefficient of 1.006 and a t-statistic of 6.151, content marketing demonstrated a more significant impact. This implies that 100.6% more purchases can be made for every 1% increase in the efficacy of content marketing tactics.

The fact that the computed F value of 77.462 is greater than the F table of 3.09 at the same time indicates that both factors significantly impact purchase decisions. The product review and content marketing variables account for 61.5% of the variation in customer purchasing decisions, with a R Square value of 0.615. The remaining 38.5% is influenced by factors not included in the regression model. The following is the study's regression model:

$$Y = 5.891 + 0.257X_1 + 1.006X_2,$$

which shows that content marketing makes a greater contribution than product reviews in influencing consumer purchasing decisions.

ADVANCED RESEARCH

This study has a number of limitations, both in terms of scope, implementation time, location, and the methodological approach used. Therefore, future research is recommended to involve a larger number of respondents with more diverse characteristics to increase the validity and generalizability of the findings. Future research is also recommended to examine other variables that have the potential to influence decision-making, such as product quality, pricing strategy, and restaurant atmosphere, in order to provide a more comprehensive understanding of the factors that influence consumer behavior in the culinary industry sector.

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