

The Influence of Influencer Credibility, Posting Frequency, and Entertainment Value on Social Media Engagement Behavior of Culinary Products

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Abstract

This research aims at identifying the role of social media influencers' credibility, the frequency of posts, and the entertainment value of posts in consumer engagement behavior to culinary products on social media channels. Quantitative explanatory research method has been utilized whereby 300 people who are social media active users and frequently involved with culinary content were given a questionnaire. Purposive sampling was applied in this research basing it on the online behavior of the respondents, and the data was analyzed using multiple linear regression. The findings indicated that influencer's credibility, posting frequency, and content's entertainment value, all three independent variables were positively and significantly correlated with engagement behavior in social media. The present study not only contributes to the development of the theory of digital marketing and consumer behavior but also provides practical recommendations to culinary marketers on how to develop and maintain engagement strategies that are credible, consistent, and entertaining.

Keywords: influencer credibility, posting frequency, entertainment value, social media engagement behavior.

INTRODUCTION

The digital world is constantly expanding, not just in the food sector, as the social networks are offering new avenues for marketing and customer engagement. Thus, the food sector or the restaurants in particular have changed the way consumers think and act by the social media marketing that has been prevalent in that sector one such area is consumer actively seeking food recommendations (Bakri et al., 2023). Art and brands are already connected to the food domain and knowing how the brand's social media impact also plays a key role when it comes to marketing (Faizah et al., 2022). Therefore, the companies that make food have to be aware of how effective the social media strategies are in the process of selling. Engagement is seen as consumer interest and attention comprising it and thus it can be gauged by the level of involvement in liking, commenting, sharing, and posting about the brand which are all certainly the signs of organic brand advocacy (Rini et al., 2017). The nature of the digital content has changed so drastically that the competition for every single customer has become very tough and still the ability to grow and keep the audience participation is

given a lot of importance. In fact, the audience participation growth results in increasing brand awareness, loyalty, and customer base while at the same time encouraging conversions (Simanjuntak et al., 2023). The emotional and visual attraction of the food products makes them the ideal candidates for social media marketing. In a dramatic content situation, the culinary brands must deliver top-notch and trustworthy content in all marketing channels to retain long-term audience participation (Sjaklif & Pandiangan, 2020).

Influencers are those whose endorsements are based on expertise in the kitchen and loudly critiquing while keeping it real in their communication, thus enhancing consumer engagement with their posts a lot (Ginting et al., 2018). This trust is established by active participation which is shown through comments, sharing, and tagging activities. The situation of power in the gastronomic sphere is even deeper due to the fact that it is a multisensory experience thus the emotional connection between the consumer and the product is very strong (Farizky et al., 2022). Besides influencer's reliability, posting frequency is another very strategic factor that affects the audience's interaction with the food related content. Consistent and organized posts are quite helpful to boost the brand's visibility in the fiercely competitive market where content is abundant (Saputra et al., 2018). Posting in a sustainable manner also gives the content a better chance to be seen by the audience since social media algorithms favor contents with higher posting frequencies. More important than credibility and post frequency is the content's entertainment value in engagement with social media (Setiawati & Istiqomah, 2025). Humor, cutting-edge visuals, storytelling, and focusing on trending topics all appeal to the audience's emotions and thus increase their engagement with the content (Rahayu et al., 2024). Innovative food reviews, culinary experiments, or kitchen tours are just some ways that could be adopted during marketing of food products to keep the audience entertained (Sudirjo et al., 2024).

The present study investigates the effect of influencer trustworthiness, daily post frequency, and fun aspect in social media engagement related to food products (Suyoto & Tannady, 2022; Rachmat et al., 2023). This study is significant for literature on online consumer behavior, specifically regarding the factors that help in cultivation of a loyal audience via engagement in the case of food marketing on social media. This also reinforces the conceptual framework of digital engagement in which the elements of credibility, communicative constancy and entertainment value are incorporated as predictors of engagement. On the other hand, the findings of this study aim to provide guidance to content creators, players in the culinary business, and digital marketers on the construction of content that strengthens customer engagement, loyalty, and conversion. There is an emerging need to develop audience-centric marketing approaches as business practitioners respond to the findings within the digital engagement framework.

METHOD

The current research is applied with the quantitative explanatory method which is directed to measure the impact of the credibility of influencers, the frequency of posts, and the entertainment value on the engagement behavior of consumers in social media towards culinary products. The target population for this research was the active social media users who have been following culinary accounts, food reviewers, or food influencers on the platform. The ultimate research sample consisted of 300 respondents who were drawn from the population using a purposive sampling technique. The criteria for the selection of respondents included: (1) social media users of at least 17 years old, (2) following at least one influencer or account that regularly discusses culinary content, (3) having engaged with culinary content at least three times in the last month via likes, comments, shares, or saving posts, and (4) being willing to provide full responses to the questionnaire. The validation of

all instrument items was done through the item-total correlation method, where each item was considered valid if its correlation value was > 0.30 and its significance value < 0.05 . The reliability of the instrument was tested with Cronbach's Alpha, and the instrument was regarded as reliable if the α value > 0.70 . The analysis of data was conducted using the method of multiple linear regression. The F test was utilized to evaluate the simultaneous influence of three independent variables on social media engagement behavior, while the t test was applied for the partial influence of each variable. The coefficient of determination (R^2) was calculated to show how much the factors of influencer credibility, posting frequency, and entertainment value account for the changes in the engagement of social media users.

RESULT AND DISCUSSION

The F-test results provide proof that the calculated F-value of 71.26 is bigger than the F-table of 3.05 with a significance level of 0.000 which is less than 0.05. Thus, the factors of an influencer's credibility, posting frequency, and entertainment value have a significant combined effect on the social media engagement behavior of the consumers of culinary products. The coefficient of determination (R^2) test results of 0.75 signify that these three independent variables account for 75% of the variation in social media user engagement behavior towards culinary content while the remaining 25% is affected by other factors like the visual quality of the content, culinary trends, and consumer's personal tastes. In the case of the t-test, it shows that all three variables have a positive and significant impact because the calculated t-value for each is greater than the t-table (1.97) and the significance value is < 0.05 . This indicates that influencer credibility, posting frequency, and entertainment value are the major determinants of the user interaction on culinary content among all factors affecting social media.

The study's findings reveal that the credibility of influencers directly and significantly impacts social media engagement activity in a good way. In other words, an influencer's audience interaction with the culinary content being promoted will almost surely be in proportion to his/her credibility. This credibility gets its roots from influencer's proficiency in cooking, fairness in doing reviews, and attractions through which he/she connects emotionally with the followers. On the influencers' part, perceived good reputation and honest reviews cause the audiences to feel more trusting and hence they are willing to give active responses through likes, comments, or post shares. The discovery goes hand in hand with the Source Credibility Model theory, which deals with the trustworthiness and expertise of a communicator as the factors that determine how effective the message is. In the case of food, influencer credibility becomes even more essential as consumers would rather miss out on a good dish than have a bad one due to the lack of trust in the recommendation. Hence, they are reluctant to take risks of trying new food especially if it is nevertheless highly priced or it is their first time in a certain restaurant.

The research has established that the number of daily posts across different platforms has a strong and positive impact on the social media engagement behavior. The influencers who share cooking-related content have not only been able to keep their content very visible but also to claim that their audience is much larger and more active. The correct posting frequency not only keeps the influencers-audiences relationship alive but also creates a stable communication flow among them and wins the content over the social media algorithms. The influencers' regular sharing of culinary activities, such as food reviews, cooking classes, or restaurant tips, make their followers increasingly exposed to the posts and thus the likelihood of their reacting is higher. This is exactly what digital behavior studies suggest, the posting consistency is the key to maintaining the brand presence on social media. On the other hand, if posting is too frequent, content fatigue may set in but this adverse effect can be somewhat

counteracted by ensuring that the quality, diversity, and relevance of the content being offered are all high.

The results of the study revealed that the entertainment value factor positively and significantly influenced the engagement behavior of users on social media. In case the food-related content is humorous, involves contests, shows innovative cooking ways, narrates experiences, or employs imaginative presentation it can capture the attention of the audience to such an extent that it will lead to even more intense engagement. This is because social media users are usually more drawn to and thus spend more time on entertaining content, which in turn makes it more likely for them to react positively, comment, or share it with others. The above suggests that the Uses and Gratification Theory model is correct, meaning that the audience uses the media basically for their need for entertainment and emotional experiences. To put it differently, in the culinary context, entertainment value can produce a visual experience that tempts the appetite, creates curiosity, or sparks spontaneous audience interaction. The entertaining content is not only a way to increase engagement but also a way to create emotional bonds that are the basis for customer loyalty to the promoted account or brand.

CONCLUSION

The researcher who is investigating the matter has come to the end that the influencer's credibility, the number of posts, and the customer's entertainment value are the three main factors that will affect the social media users' engagement with culinary products positively and significantly. While the influencer's credibility is at the same time responsible for the increase in trust and curiosity among the audience, so the audience will be more likely to be active in the content uploaded. The frequency of posting has not only been able to keep the content visible but also opened a communication channel that the users can engage in continuously. In addition to that, the entertainment value, which is very high, has become one of the most important factors as it can pull the people in, evoke in them related positive feelings, and finally raise the users' spontaneity in responding to likes, comments, and sharing. Some management conclusions are suggested based on the results aforementioned. The culinary sector should work with very credible influencers, especially those who are known for their honesty, authenticity, and possessing the technical skills in the food industry, to be the backbone of the campaign. It is crucial not only to have but also to stick to a consistent and a planned posting strategy by the chefs and the influencers to always be present amid the stiff competition for content. The content produced should be of high entertainment value that includes creativity, storytelling, humor, or visually engaging in order to attract the audience engagement organically.

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