Media Influence and Curiosity on Consumption Intention of Traditional Cake Products 'Iki Koué' in Jakarta

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Abstract: Jakarta is a metropolitan city that brings together various cultures. The activity of consuming food with diverse options has become a part of daily lifestyle, and social media plays an important role in this activity. Popular food trends can marginalize the existence of local cultures and traditional foods. Iki Koue is a traditional cake business that has been established since 2015. This research aims to identify the influence of media and curiosity due to social media marketing activities, which have the potential to affect and increase the intention to consume traditional food. The study employs a quantitative approach with non-probability sampling techniques, specifically purposive sampling, involving 100 respondents. Data were collected through an online survey and analyzed using IBM SPSS 25, employing multiple linear regression analysis, validity and reliability tests, classical assumption tests, as well as the Coefficient of Determination (R^2) test, F test, and t-test. The results indicate that all hypotheses were proven to be positive and statistically significant. This finding shows that Media Influence and Curiosity can enhance the Consumption Intention for the traditional cakes from Iki Koue.

Keyword: Media Influence, Social Media, Curiosity, Consumption Intention, Traditional Cake

INTRODUCTION

Food is one of the cultural elements that serves as a marker of the identity of a nation and a specific region (Yufiza in Syahrial et al. 2022). Each community or ethnic group creates and develops its own food. Food that evolves in their environment is referred to as traditional food (Ria Andayani S in Syahrial et al. 2022).

Jakarta, as a metropolitan city, serves as a gathering place for various types of cultures (Rinjani, 2017). For urban residents, consuming food with a wide array of choices has become an integral part of daily life, and social media plays a crucial role in this activity (Rinjani, 2017). According to Wardani and Nurfaizah (2022), the popular food trends emerging from globalization have had various effects, both beneficial and detrimental, for Indonesian society. Several journals indicate that the negative impacts of popular food trends

are more dominant than their positive effects. Consequently, the preservation of local culture is becoming increasingly concerning, with traditional food at risk of being eroded from Indonesian life.

From the beginning, Indonesian cuisine has been influenced by the blending of various local and foreign cultures, including those from China, Arabia, India, and Europe. This condition has also shaped the culinary image of Indonesia. Essentially, every ethnic or national food has its own distinct flavor image that is closely tied to its geographical and historical elements (Syahrial et al. 2022).

The archipelago's culinary offerings not only possess unique flavors that delight the palate but also carry stories behind them. It is not just about taste but also rich in meaning, serving more than just biological needs. Almost all indigenous Indonesian foods have a narrative (Syahrial et al. 2022). Although small in size, traditional cakes remain a crucial element of Indonesia's cultural heritage that needs to be preserved and maintained as a local gem to support the development of tourism in Indonesia (Alamsyah in Syahrial et al. 2022). Traditional cakes come in various types and unique variations in every region.

The traditional food business to be studied by the researcher is Iki Koue, which sells traditional cakes. Iki Koue, meaning "this cake" in Javanese, initially started in 2015 as a home-based enterprise. Furthermore, on Instagram, Iki Koue has received numerous positive testimonials from customers through User-Generated Content (UGC), which, according to Mustofa in (Putri, 2020), is highly effective for marketing in the digital age. Social media has now become a primary necessity for society, from teenagers to the elderly, and its usage continues to rise (Primasti & Dewi in Anastasia Michelle, 2021). Businesses utilize this platform to reach new audiences and strengthen relationships with customers (Karimi & Naghibi in Abdillah, 2022). With a high number of active social media users, entrepreneurs have significant opportunities to enhance their popularity and brand awareness (Rambitan, 2024). Currently, Instagram ranks as the second most used application in Indonesia, where many entrepreneurs leverage it to maximize their marketing strategies. This is especially relevant for small and medium enterprises, such as traditional cake businesses like Iki Koue. The use of social media in marketing activities can help traditional cake businesses introduce their products creatively and attractively, while also taking the opportunity to increase their popularity and gain significant awareness.

Several factors can influence consumption intentions regarding products. These factors include media influence and curiosity. This study aims to examine the impact of media influence and curiosity, as food promotion through social media has the potential to affect and enhance the intention to consume traditional food. Given this phenomenon, the researcher is interested in investigating "The Influence of Instagram Social Media Marketing and Curiosity on the Consumption Intention of Traditional Cake Products from Iki Koue in Jakarta."

From the background above, the problem formulation in this research is as follows:
1. Does Media Influence affect the consumption intention of traditional cake products 'Iki Koué' in Jakarta?
2. Does Curiosity affect the consumption intention of traditional cake products 'Iki Koué' in Jakarta?
3. Does Media Influence and Curiosity simultaneously affect consumption intention?

Media Influence

Media influences individuals in various ways, including thought processes, information addition, and political discussions (Halpern in Zanzaizman, 2023). As dependence on social media grows, businesses can effectively use these platforms to reach

target audiences and disseminate educational information, enhancing consumer intentions toward products or services (Damanik et al., 2019).

Social Media

Internet users now consider the internet a source of information, making e-WOM on social media beneficial for companies as a form of free advertising generated by users. (Novita & Edward, 2021). Consumers will assess whether the price paid is commensurate with what is received. According to Christian and Indriyarti (2023), the relevance of utility affects customers' performance expectations regarding products or services.

Curiosity

Curiosity can be defined as the essence of science and an integral component of cognition (Dubey and Griffiths, 2020). In the context of food, consumer curiosity can manifest as a desire to know everything about food, including its production, processing, and consumption. Consumers are often influenced by their curiosity regarding unique features and the capabilities of new things to stimulate their intentions (Hwang et al., 2020). As noted by Stone et al. (2022), curiosity is a frequently overlooked factor that has significant potential in motivating intentions toward new foods. The influence of curiosity on subjective norms also theoretically impacts individual judgments. A person may not understand or have experience with a particular food; however, the influence of family, friends, and those around them can trigger that individual's curiosity (Rahmat et al., 2021).

Consumption Intention

Consumption intention refers to an individual's desire or tendency to use a particular product or service in the future. This response can be a strong factor driving actions in accordance with that perception (Latip et al. and Priluck et al. in Zanzaizman, 2023).

Hypotesis

H1: Media Influence has a positive and significant impact on the consumption intention of traditional cake products 'Iki Koué' in Jakarta.

H2: Curiosity has a positive and significant impact on the consumption intention of traditional cake products 'Iki Koué' in Jakarta.

H3: Media Influence and Curiosity simultaneously have a positive and significant impact on the consumption intention of traditional cake products 'Iki Koué' in Jakarta.
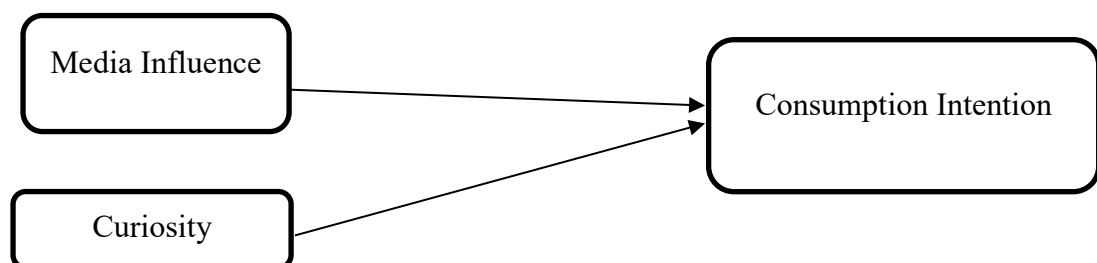
Figure 1. Conceptual Framework

METHOD

The Theory of Planned Behavior (TPB), developed by Ajzen, provides an important framework for understanding how individual intentions influence behavior. TPB emphasizes that the intention to perform a behavior is affected by three main components: attitudes, subjective norms, and perceived behavioral control (Ajzen in Purwanto et al., 2022).

This study applies a quantitative approach, collecting numerical data for analysis and adhering to scientific principles such as empirical evidence, objectivity, and systematic procedures. The survey was conducted among 100 respondents, selected through purposive sampling. The sample criteria focused on Jakarta residents who have seen Iki Koue's Instagram posts but have never purchased its traditional cakes, ensuring relevance to the research objectives. The questionnaire used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure participants' attitudes.

To ensure the instrument's validity and reliability, the Outer Model was applied. The instrument underwent testing for convergent validity (with acceptable factor loadings above 0.5) and discriminant validity (evaluated by ensuring that cross-loading values exceed 0.70, which signifies distinct constructs). Additionally, composite reliability was examined using Cronbach's alpha to confirm the internal consistency of the survey items.

Data collection spanned three months, from June 2024 to August 2024. The research aimed to investigate the relationship between Instagram social media marketing (X1), curiosity (X2), and consumption intention for traditional cakes (Y). Each variable's operational definitions were adopted from prior studies to ensure accurate and consistent measurements of the constructs.

For data analysis, multiple linear regression was employed to predict how changes in the independent variables (social media marketing and curiosity) influence the dependent variable (consumption intention). The statistical analysis was carried out using SPSS Version 25, with the results aiding in interpreting the significance and strength of the relationships between the variables.

RESULTS AND DISCUSSION

The distribution of the questionnaire was conducted from July 28, 2024, to August 9, 2024, successfully gathering responses from 100 respondents. The gender distribution among the 100 respondents was predominantly female, with 62 respondents, while 38 were male. The monthly consumption expenditures of the respondents were primarily between IDR 2,000,000 and IDR 4,000,000. The age group of the respondents was predominantly between 17-25 years. The respondents were evenly distributed across Central Jakarta, South Jakarta, East Jakarta, West Jakarta, and North Jakarta.

Table 1 : Validity test result for Media Influence
Validity Test
Correlations

		cur1	cur2	cur3	cur4	cur
cur1	Pearson Correlation	1	.492**	.406**	.397**	.746**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
cur2	Pearson Correlation	.492**	1	.471**	.444**	.778**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
cur3	Pearson Correlation	.406**	.471**	1	.440**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

cur4	Pearson Correlation	.397**	.444**	.440**	1	.760**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
cur	Pearson Correlation	.746**	.778**	.765**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Correlation is significant at the 0.01 level (2-tailed).
Source : Research data

Tabel 2 : Validity Tes Result for Curiousity

Correlations

		cur1	cur2	cur3	cur4	cur
cur1	Pearson Correlation	1	.492**	.406**	.397**	.746**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
cur2	Pearson Correlation	.492**	1	.471**	.444**	.778**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
cur3	Pearson Correlation	.406**	.471**	1	.440**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
cur4	Pearson Correlation	.397**	.444**	.440**	1	.760**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
cur	Pearson Correlation	.746**	.778**	.765**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

Correlation is significant at the 0.01 level (2-tailed).
Source : Research Data

Table 3 : Validity test result for Consumption Intention

Correlations

		cin1	cin2	cin3	cin
cin1	Pearson Correlation	1	.287**	.598**	.807**

	Sig. (2-tailed)		.004	.000	.000
	N	100	100	100	100
cin2	Pearson Correlation	.287**	1	.269**	.667**
	Sig. (2-tailed)	.004		.007	.000
	N	100	100	100	100
cin3	Pearson Correlation	.598**	.269**	1	.828**
	Sig. (2-tailed)	.000	.007		.000
	N	100	100	100	100

Source : Research Data

The validity test is a method used to assess whether the measurement instrument is suitable for measuring the intended object and to what extent the test accuracy is. An instrument is considered valid if it can accurately measure all the intended aspects. To achieve valid results for each variable, the statements in the questionnaire must accurately reflect what is intended to be measured through the instrument (Saptutyningsih and Setyaningrum, 2020).

The validity test was conducted to determine whether the research variables meet the necessary measurement criteria. If the research instrument shows good validity, it is considered valid; conversely, if not, it is considered invalid. A critical value of 0.1966 was obtained from the r-table with the formula $df = (N-2)$, where N is the number of respondents. With $N = 100$, $df = (100 - 2) = 98$. For a two-tailed significance test at a 0.05 level, the r-table value is 0.1966. If the value of $P > 0.1966$, the instrument is considered valid. Conversely, if $P < 0.1966$, the instrument is considered invalid.

Table 4 : Reliability test result for Media Influence
Reliability Statistics

Cronbach's Alpha	N of Items
.603	3

Source : Research Data

Table 5 : Reliability test result for Curiosity
Reliability Statistics

Cronbach's Alpha	N of Items
.758	4

Source : Research Data

Table 6 : Reliability test result for Consumption Intention
Reliability Statistics

Cronbach's Alpha	N of Items
.651	3

Source : Research Data

A variable is considered reliable if its Cronbach Alpha value is more than 0.60. The value or number of Cronbach's alpha for all variables in this study is the number 0.6, which can be concluded that all the variables in the research are variables that are reliable and meet the reliability test criteria.

Table 7 : Results of the Classic Normality Regression Assumption Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.12753306
Most Extreme Differences	Absolute	.056
	Positive	.039
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200[c,d]

Source : Research Data

The significance value for the residuals in the regression model is 0.200. Given that this value exceeds 0.05, it can be concluded that the residuals from both regression models are normally distributed.

Table 8 : Heteroscedasticity Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.126	.623		3.416	.001
	MI	-.073	.054	-.160	-1.333	.186
	cur	-.017	.034	-.058	-.485	.629

Source: Research Data

Dependent Variable : Resarbs

The results of the Glejser test indicate that the significance values for all variables are greater than 0.05. Therefore, it can be concluded that there is no heteroskedasticity in the regression model, indicating that the model is homogenous. The assumption of homoscedasticity is thus satisfied.

Table 9 : Multicollinearity Test Results
Coefficientsª

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	MI	.692	1.445
	cur	.692	1.445

Source : Research Data

Based on the data analysis presented in the table above, it can be concluded that the Tolerance values for all variables, namely MI and cur, are 0.692, which is greater than 0.1 (0.692 > 0.1). Additionally, the Variance Inflation Factor (VIF) values for both variables are also the same, at 1.445, which is less than 10 (1.445 < 10). These findings indicate that there is no issue of multicollinearity in the regression model analyzed. Therefore, the variables involved can be considered independent of one another, which in turn enhances the reliability of the analysis results.

Table 10 : Multiple Linear Regression Analysis
Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.657	1.058		2.512	.014
	MI	.522	.093	.495	5.638	.000
	cur	.188	.058	.285	3.248	.002

Source : Research Data

Based on the regression analysis conducted using SPSS version 25, the following regression equation was obtained : CIN = 2.657 + 0.522 MI + 0.188 CUR

The analysis indicates that the Media Influence (MI) variable has a coefficient of 0.522, meaning that a 1% increase in Media Influence (MI) will result in a 0.522% increase in Consumption Intention (CIN). Meanwhile, the Curiosity (CUR) variable has a coefficient of 0.188, indicating that a 1% increase in Curiosity (CUR) will lead to a 0.188% increase in Consumption Intention (CIN). The constant value of 2.657 suggests that in the absence of the influences of Media Influence (MI) and Curiosity (CUR), the predicted value of Consumption Intention (CIN) would be 2.657. The results show that both variables, MI and CUR, have a positive and significant effect on Consumption Intention (CIN), with significance values for both being less than 0.05. This indicates that increases in Media Influence and Curiosity contribute to an increase in Consumption Intention.

Tabel 11 : F Search Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.448	2	58.724	45.258	.000[b]
	Residual	125.862	97	1.298		
	Total	243.310	99			

Source : Research Data

ANOVA was conducted to examine the effect of Media Influence (MI) and Curiosity (CUR) on Consumption Intention (CIN). The analysis yielded an F-value of 45.258 with a significance level of 0.000. Since the calculated F-value (45.258) exceeds the critical F-value (3.09) and the significance level (0.000) is well below 0.05, it can be concluded that both MI and CUR have a significant effect on CIN. These findings indicate that increasing media influence and curiosity positively contributes to consumption intention. Strategies aimed at enhancing these factors could be effective in influencing consumer behavior.

Table 12 : Coefficient Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.695[a]	.483	.472	1.13910	2.286

Source : Research Data

Predictors: (Constant), cur, MI
Dependent Variable: cin

The R-squared value of 0.472 means that Media Influence (MI) and Curiosity (CUR) can explain Consumption Intention (CIN) by 47.2%, while the remaining 52.8% (100% - 47.2%) of the variability in Consumption Intention (CIN) is explained by other variables not investigated in this study.

Tabel 13 : T Search Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.657	1.058		2.512	.014
	MI	.522	.093	.495	5.638	.000
	cur	.188	.058	.285	3.248	.002

Source : Research Data

The analysis results indicate that Media Influence has a t-statistic value of 5.638 with a significance value (p-value) of 0.000. Since this t-statistic value is greater than the t-table (5.638 > 1.983), it can be concluded that there is a positive and significant influence between Media Influence and Consumption Intention. The very low significance value (0.000) suggests that this result is not due to chance. Therefore, the alternative hypothesis (Ha1) is

accepted, while the null hypothesis (Ho1) is rejected. This indicates that an increase in media influence positively contributes to the respondents' consumption intention. Furthermore, the analysis also reveals that Curiosity has a t-statistic value of 3.248 with a significance value of 0.002. This t-statistic is also greater than the t-table (3.248 > 1.983), indicating a positive and significant influence between Curiosity and Consumption Intention. The significance value of 0.002 further reinforces that this finding is statistically significant, leading to the acceptance of the alternative hypothesis (Ha2) and the rejection of the null hypothesis (Ho2). This suggests that a higher level of curiosity among individuals positively impacts their consumption intention. Based on the analysis results, it can be concluded that both Media Influence and Curiosity provide a significant positive impact on Consumption Intention. These findings suggest that efforts to enhance media influence and foster curiosity among individuals can be effective strategies to increase consumption intention.

Hypothesis 1 : The influence of Media Influence (MI) on Consumption Intention (CIN).
The results indicate that Media Influence (MI) significantly affects Consumption Intention (CIN), with a regression coefficient of 0.522 and a t-statistic value of 5.638. The p-value obtained is 0.000, which is below the significance threshold of 0.05. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted. This finding suggests that the impact of Media Influence (MI) on Consumption Intention (CIN) is positive and significant. Specifically, as the value of Media Influence (MI) increases, so does the value of Consumption Intention (CIN). This implies that effective social media marketing on platforms like Instagram plays a crucial role in enhancing consumers' intentions to consume traditional cake products such as Iki Koue.

Hypothesis 2 : The influence of Curiosity (CUR) on Consumption Intention (CIN).
The analysis shows that Curiosity (CUR) also significantly impacts Consumption Intention (CIN), with a regression coefficient of 0.188 and a t-statistic of 3.248. The p-value for this relationship is 0.002, which is less than the 0.05 significance level, leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (Ha). This result confirms that Curiosity (CUR) positively influences Consumption Intention (CIN). As curiosity levels among consumers rise, their intention to consume traditional cakes increases correspondingly. This emphasizes the importance of stimulating curiosity in potential consumers to foster greater interest and intention towards traditional products.

Hypothesis 3 : The combined influence of Media Influence (MI) and Curiosity (CUR) on Consumption Intention (CIN).
The findings reveal that both Media Influence (MI) and Curiosity (CUR) together have a significant positive effect on Consumption Intention (CIN), as evidenced by a combined regression coefficient of 0.710 and a t-statistic of 6.487. The p-value obtained is 0.000, which is significantly lower than the 0.05 threshold, leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (Ha). This indicates that when both Media Influence (MI) and Curiosity (CUR) are present, they synergistically enhance the Consumption Intention (CIN) for traditional cake products like Iki Koue. This suggests that integrating effective social media marketing strategies with curiosity-driven content can significantly amplify consumer interest and intention to purchase traditional cakes.

CONCLUSION
Based on an analysis conducted on 100 respondents using SPSS, this study reveals a significant influence of two variables, namely Media Influence (X1) and Curiosity (X2), on Consumption Intention (Y) regarding the traditional cake product IKI KOUE in Jakarta. The

results indicate that the stronger the media influence in introducing the product, the higher the consumers' intention to consume. Social media, in particular, plays a crucial role in stimulating consumer curiosity, encouraging them to try new products. Additionally, consumer curiosity has been shown to significantly affect consumption intention, especially when the product captures attention. These findings align with previous research indicating that various factors, such as attitudes and subjective norms, also contribute to the intention to consume traditional foods. Research by Zanzaizman et al. (2023) emphasizes the importance of media in promoting ethnic foods, thereby increasing consumption intention among the younger generation. Overall, this study underscores that media and curiosity play a critical role in driving the consumption of traditional cake products.

This study focuses solely on testing the proposed model's hypothesis, specifically concentrating on the variables of Media Influence and Curiosity. Future research is encouraged to consider additional variables such as Attitude, Price, Product Quality, and Cultural Preferences. Furthermore, the sample size, which involved only 100 respondents, may not be fully representative; therefore, research with a larger sample is expected to yield results that are more reflective of the entire consumer group. Additionally, future studies could be conducted outside the Jakarta area.

The recommendations from this study's findings suggest that the influence of Consumption Intention on the traditional cake product Iki Koue can be enhanced through Media Influence, particularly on Instagram. Respondents have a positive perception of information access, indicating that the company should leverage this platform to reach a broader audience. Furthermore, curiosity plays a significant role. Engaging content on Instagram can increase consumer interest. Iki Koue should develop promotions that highlight the uniqueness of its products, such as recipes and the stories behind them, to encourage consumption intentions for their traditional cakes. Additionally, consumer reviews are a strategy that can enhance public interest in purchasing. These reviews influence the public's mindset and perception of the brand, which in turn affects purchasing decisions. (Phuanerys et al., 2024)

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