
The Influence of Content Marketing, Word of Mouth, and Consumer Trust on Purchase Interest: A Study of Warung Sate Bu Jumangin

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Abstract

Research Aim: This study aims to analyze the partial and simultaneous effects of Content Marketing, Word of Mouth, and Consumer Trust on Consumer Purchasing Interest in Warung Sate Bu Jumangin.

Design/Method/Approach: One hundred people who frequent Warung Sate Bu Jumangin were polled for this quantitative investigation. Multiple linear regression was used to examine the study data that was gathered via a Likert scale questionnaire.

Research Finding: The study's findings reveal that while content marketing and word of mouth do influence purchase intention to a lesser extent, customer trust does not have any discernible impact on this intention. At the same time, these three factors greatly influence consumers' propensity to buy.

Theoretical Contribution/Originality: This study adds to the marketing literature by offering empirical data on how digital content marketing and word of mouth impact purchase interest within traditional culinary MSMEs. Its theoretical contribution is that it supports previous research on the topic.

Practitioner/Policy Implication: The findings suggest that improving content quality, encouraging positive word of mouth, and maintaining consistent product and service quality are essential strategies to increase consumer purchase interest.

Research Limitation: This study is specific to a case study (Warung Sate Bu Jumangin) and cross-sectional (one-time), therefore the generalization of its findings is limited. In addition, this study only tested three independent variables, such that the influence of consumer purchasing interest by other factors is not covered in this analysis.

Keywords: Content Marketing, Word of Mouth, Consumer Trust, Purchase Interest.

1. Introduction

An important part of Indonesia's GDP comes from the food and beverage industry, which is among the country's most active economic areas. The food and beverage industry was responsible for 7.2% of the nation's gross domestic product and 41% of the non-oil and gas manufacturing sector's GDP in the second quarter of 2025 [1]. The diversity of culture and traditional cuisine creates substantial opportunities for Micro, Small, and Medium Enterprises (MSMEs). Traditional food stalls, such as satay stalls, hold a special place in Indonesian society, not only as places to eat but also as symbols of cultural heritage and social interaction.

Amid increasingly intense competition and changes in consumer behaviour driven by digital technology, culinary MSMEs face challenges in retaining existing customers and attracting new ones. Business competition today no longer depends solely on taste and price, but also on the ability of business owners to design effective marketing strategies, build a strong brand image, and meet consumer expectations [2].

The digital transformation that began with the Fourth Industrial Revolution has changed the way companies communicate with consumers. Traditional advertising is no longer effective because digital consumers tend to trust information, reviews, and experiences from people they know. Therefore, companies must shift to a more personalized approach, such as interacting directly, building deeper relationships, and creating marketing strategies that align with customer behaviour.

Warung Sate Bu Jumangin is a traditional culinary business that has operated for decades and is well known for its distinctive satay flavor and loyal customers. Like many MSMEs, this business must adapt to market changes to remain competitive. The increasing use of social media platforms such as Instagram and TikTok has influenced how consumers obtain information, making conventional promotion less effective compared to digital and interpersonal approaches.

Content marketing, word of mouth, and consumer trust are key factors that can influence purchase interest. Purchase interest represents a consumer's intention to make a purchase after being exposed to information or experience related to a product [3]. Content marketing involves creating and distributing valuable information through various media to attract and engage consumers [4]. Warung Sate Bu Jumangin uses content marketing by opening accounts on social media such as Instagram to showcase pictures and videos of their food. This method has been successful in attracting potential buyers, increasing the store's name recognition, and helping people decide to buy. However, the use of social media has not been maximized because there is no collaboration with culinary influencers and digital promotions are still not regular. The indicators of the content marketing variable are as follows: 1. Readers' perspectives or perceptions, 2. Motivation to share information, 3. Information presented, 4. Decision-making process, and 5. Influencing factors [5].

In addition to content marketing strategies, Word of Mouth (WoM) also greatly influences how consumers view a product or service. WoM is a way to reduce uncertainty, because by asking friends or family, the information obtained is more reliable, thus saving time in searching for and evaluating brands [6]. A research found that electronic word of mouth significantly increases consumers' interest in making a purchase. [7]. Reviews or comments on social media such as TikTok and Instagram can influence the purchasing decisions of people who want to buy goods. However, from observation, several negative reviews about the service at Warung Sate Bu Jumangin have made people hesitant and less interested in buying. Word of mouth indicators are talking about, promoting, recommending, and being honest [8].

Business success is not only determined by product quality, but also by consumer trust, how people view products in the market, and the right promotional strategies. If consumers are satisfied with the products and services provided, they will usually remain loyal and not switch to other products. Therefore, it is important to create a good impression in the eyes of the market [9]. Trust is a feeling of certainty that is actually more influenced by the desires or wishes of others than originating from internal strength or from oneself [10]. This trust forms the basis for consumers in deciding to purchase a product. As found in a study titled "The Influence of E-Commerce, Social Media, and Consumer Trust on Purchase Interest in the

Shopee Shopping App” which shows that buyer trust influences purchase interest [11]. Consumer trust can be measured through three main components: integrity, kindness, and competence [12].

Although the relationship between content marketing, word of mouth, and consumer trust in purchasing interest has been widely discussed, most previous studies have focused on large industries. Research using these variables on local culinary MSMEs, especially in the traditional culinary sector, is still very limited, even though this sector has unique promotional methods. Some studies state that content marketing is stronger than WoM, while other studies show the opposite, especially that WoM is capable of building high trust.

In addition, this variable is often used in studies focusing on major brands or high-tech products. Therefore, this study focuses on the unique context of culinary MSMEs, namely Warung Sate Bu Jumangin. This study was conducted to examine the influence of content marketing, word of mouth, and consumer trust on purchasing interest at Warung Sate Bu Jumangin in Kediri.

1.1 Statement Of Problem

The main problem addressed in this study is the lack of empirical evidence regarding how modern digital marketing strategies and traditional marketing approaches simultaneously influence purchase interest in traditional culinary MSMEs. There is a research gap concerning the interaction between content marketing, word of mouth, and consumer trust in shaping consumer purchase interest in local culinary businesses. Therefore, this study seeks to analyze the partial and simultaneous effects of these variables to support effective marketing strategy formulation for Warung Sate Bu Jumangin.

1.2 Research Objectives

This study specifically aims to determine the influence of content marketing, word of mouth, and consumer trust on consumer purchasing interest at Warung Sate Bu Jumangin. Furthermore, this study aims to determine whether these three factors, namely content marketing, word of mouth, and consumer trust, jointly influence consumer purchasing interest at Warung Sate Bu Jumangin.

2. Method

This study employed a causal associative quantitative approach to identify cause-and-effect relationships among variables [13]. Quantitative research provides a solid foundation for understanding phenomena in greater depth, especially those that can be measured numerically [14]. This approach was chosen because this study examines the effect of Content Marketing (X_1), Word of Mouth (X_2), and Consumer Trust (X_3) on Purchase Interest (Y) at Warung Sate Bu Jumangin in Kediri.

The population in this study includes all customers of Warung Sate Bu Jumangin, with an average of around 200 people per day, although the number can vary and does not always reach that figure. Using Cochran's method, one may determine the sample size if the study's population size is uncertain [15]. One hundred individuals were chosen as a sample size using Cochran's method with a 5% margin of error. It was purposive sampling that was used which involved selecting respondents who had previously purchased the product and were aware of the promotion through Warung Sate Bu Jumangin's social media. The following is the formula used to calculate the sample size:

$$n = \frac{z^2 pq}{e^2}$$

Description:

N = Required sample size

z = The price is within the normal curve for a 5% deviation, with a value of 1.96.

p = True probability 50% = 0.5

q = 1 – p

e = Sampling error rate, 10% = 0.1

So, the sample calculation is:

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{1,96^2 \times 0,5 \times 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04 \text{ or rounded to } 100$$

A 32-item questionnaire based on four primary factors was used to gather data for this research, and each item included a 5-point Likert scale. Google Forms and WhatsApp were used to disseminate the questionnaire. Respondents' responses served as primary data, while references to Warung Sate Bu Jumangin in scholarly publications, novels, and online media served as secondary data.

Using IBM SPSS Statistics 23, we ran descriptive and inferential statistics on the data. Several linear regression was used to analyze the impact of each independent variable on the dependent variable, as well as tests for instrument validity and reliability and classical assumptions (such as multicollinearity, heteroscedasticity, and normalcy).

3. Results and Discussion

3.1. Validity Test and Rehabilitation Test

Validity Test

Validity testing is conducted to ensure that the data collected via questionnaires accurately measures the intended concepts. In this study, a questionnaire instrument was given to 100 respondents, resulting in the following validity test results:

Table 1. Variable Validity Test

Variable	Item	r-Hitung	r-Tabel	Description
Content Marketing	X1.1	0,703	0.1966	Valid
	X1.2	0,851		Valid
	X1.3	0,785		Valid
	X1.4	0,708		Valid
	X1.5	0,835		Valid
	X1.6	0,835		Valid
	X1.7	0,828		Valid
	X1.8	0,831		Valid
	X1.9	0,855		Valid
	X1.10	0,843		Valid
Word Of Mouth	X2.1	0,765	0,1966	Valid
	X2.2	0,759		Valid
	X2.3	0,883		Valid
	X2.4	0,853		Valid
	X2.5	0,861		Valid
	X2.6	0,818		Valid
	X2.7	0,860		Valid
	X2.8	0,751		Valid
Consumer Confidence	X3.1	0,873	0,1966	Valid
	X3.2	0,850		Valid
	X3.3	0,899		Valid
	X3.4	0,895		Valid
	X3.5	0,903		Valid
	X3.6	0,934		Valid
Purchase Interest	Y1.1	0,822	0,1966	Valid
	Y1.2	0,818		Valid
	Y1.3	0,822		Valid
	Y1.4	0,794		Valid
	Y1.5	0,795		Valid
	Y1.6	0,817		Valid
	Y1.7	0,881		Valid
	Y1.8	0,846		Valid

Source: Processed Data, 2025

The table above shows that all items in variables X1, X2, X3, and Y are valid because they meet the criterion of $r\text{-count} > r\text{-table}$ (0.1966). These results indicate that each item in the questionnaire possesses adequate construct validity for the aspect being tested.

Reliability Test

Reliability testing refers to the level of accuracy and precision of a measurement. An instrument is considered reliable if it provides consistent measurement results when applied to similar subjects. The following are the reliability test results in this study:

Table 2. Reliability Test Result

Variable	Cronbach's Alpha Value	Value Criteria	Description
Content Marketing (X1)	0,940	0,7	Reliabel
Word Of Mouth (X2)	0,928		Reliabel
Consumer Confidence (X3)	0,948		Reliabel
Purchase Interest (Y)	0,931		Reliabel

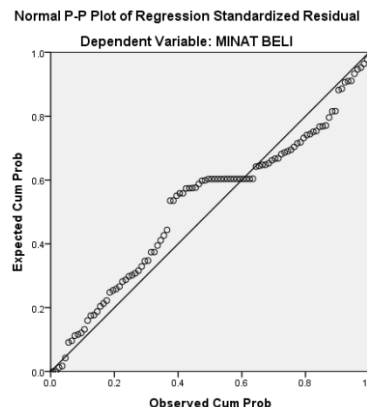
Source, Processed Data, 2025

Table 2 shows that all research variables demonstrate excellent reliability, with Cronbach's Alpha ranging from 0.928 to 0.948. Since all values exceed the threshold of 0.70, the instrument is considered reliable. This indicates that the questionnaire demonstrates high internal consistency for repeated measurements.

3.2. Classical Assumption Test

Normality Test

Normality tests are conducted to determine whether the independent and dependent variables, as well as the residuals in the regression model, follow a normal or near-normal distribution.


Figure 1. Normality Test

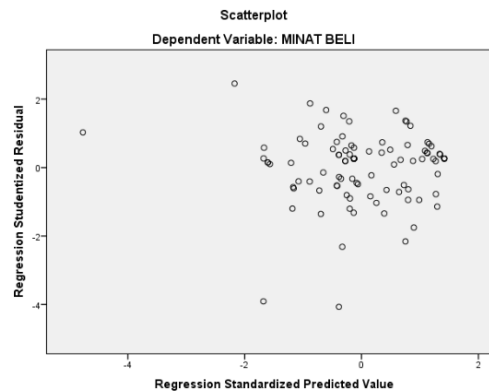
Source: SPSS Output Data, 2025

Most points cluster tightly and do not exhibit any notable departure from the diagonal line, indicating that the distribution of residual data points on the Normal P-P Plot follows a pattern that is in line with the line. The residuals are so expected to follow a normal distribution. As a result, we may proceed with the linear regression model as the normalcy condition is met.

Heteroscedasticity Test

To find out whether the residual variance in the regression model is unequal across data, the heteroscedasticity test is run.

Figure 2. Heteroscedasticity Test



Source: SPSS Output Data, 2025

The scatterplot reveals a random distribution of residuals, with no discernible patterns, clusters, or fan-shaped formations. This confirms the absence of heteroscedasticity in the regression model. Consequently, the homoscedasticity assumption is satisfied, indicating that the residual variance remains constant across all predicted values.

Multicollinearity Test

Multicollinearity testing is necessary to ensure the quality of the regression model by confirming that the independent variables are not significantly correlated.

Table 3. Multicollinearity Result

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	CONTENT MARKETING	.403	2.479
	WORD OF MOUTH	.316	3.165
	KEPERCAYAAN KONSUMEN	.336	2.974

a. Dependent Variable: MINAT BELI

Source: SPSS Output Data, 2025

All independent variables (Content Marketing, Word of Mouth, and Customer Trust) satisfy the multicollinearity criteria, with Tolerance values exceeding 0.10 and VIF values below 10. These results indicate the absence of multicollinearity among the independent variables. Consequently, the regression model is considered robust, as there is no high correlation between predictors that could bias the analysis.

Autocorrelation Test

An autocorrelation test is performed on linear regression to detect correlations between disturbance errors in period (t) and period (t-1).

Table 4. Autocorrelation Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.856 ^a	.733	.725	3.174	2.128

a. Predictors: (Constant), KEPERCAYAAN KONSUMEN, CONTENT MARKETING, WORD OF MOUTH

b. Dependent Variable: MINAT BELI

Source: SPSS Output Data, 2025

A Durbin-Watson (DW) value of 2.128 was derived from the Model Summary. The absence of autocorrelation in the regression model is supported by the fact that this value is within the range of 1.73 to 2.27. The regression model is now ready for further investigation as the assumption of autocorrelation-free has been met.

3.3. Multiple Linear Regression Analysis

The following table shows the results of data processing used to perform multiple linear regression analysis:

Table 5. Result of Multiple Linear Regression Analysis

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.848	2.051		-.414	.680		
	CONTENT MARKETING	.371	.074	.417	5.027	.000	.403	2.479
	WORD OF MOUTH	.380	.098	.363	3.865	.000	.316	3.165
	KEPERCAYAAN KONSUMEN	.208	.124	.153	1.682	.096	.336	2.974

a. Dependent Variable: MINAT BELI

Source: SPSS Output Data, 2025

Based on Table 5 above, the regression equation obtained from the test is as follows:

$$Y = -0,848 + 0,371X_1 + 0,380X_2 + 0,208X_3 + e$$

As shown in Table 5, the constant value (α) is -0.848. This indicates that in the absence of content marketing (X_1), word of mouth (X_2), and consumer trust (X_3), the predicted value for purchase interest (Y) is -0.848. However, this will change if the independent variable increases by one unit.

a) Content Marketing Regression Coefficient (β_1)

A one-unit increase in the Content Marketing variable (X_1) is expected to result in a 0.371-unit increase in Purchase Interest (Y), assuming that Word of Mouth (X_2) and Consumer Trust (X_3) remain constant.

b) Word of Mouth Regression Coefficient (β_2)

A one-unit increase in Word of Mouth (X_2), assuming Content Marketing (X_1) and Consumer Trust (X_3) remain constant, results in a 0.380-unit increase in Purchase Interest (Y).

c) Consumer Confidence Regression Coefficient (β_3)

Similarly, for every one-unit increase in Consumer Trust (X_3), while holding Content Marketing (X_1) and Word of Mouth (X_2) constant, Purchase Interest (Y) is estimated to increase by 0.208 units.

Table 5 reveals that all independent variables possess positive regression coefficients. Among the three, Word of Mouth (X_2) has the largest coefficient at 0.380, indicating it is the most dominant factor influencing purchase interest at Warung Sate Bu Jumangin. In contrast, while the Consumer Trust (X_3) variable also shows a positive coefficient, its value (0.208) is the lowest among the predictors, suggesting it has a comparatively smaller impact on purchase interest.

3.4. Coefficient of Determination (Adjusted R²)

Determination coefficient testing (Adjusted R²) is generally used to calculate the extent to which independent variables can explain or describe the variation in dependent variables.

Table 6. Coefficient of Determination Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.856 ^a	.733	.725	3.174	2.128

a. Predictors: (Constant), KEPERCAYAAN KONSUMEN, CONTENT MARKETING, WORD OF MOUTH

b. Dependent Variable: MINAT BELI

Source: SPSS Output Data, 2025

The adjusted R-squared value is 0.725, or 72.5%, according to the Model Summary table. Content marketing, word-of-mouth, and consumer trust are the three independent factors that, when taken together, explain 72.5% of the variance in purchase interest. Also, this regression model does not account for the remaining 27.5%., such as price, taste quality, service, location, and various other external factors. As a result, the regression model shows high explanatory power in predicting the Purchase Interest variable.

3.5. Hypothesis Testing

Partial t-test

The decision criteria used in partial tests or t-tests are that H₀ is rejected and H_a is accepted if $t_{count} > t_{table}$ or the significance value is < 0.05 . However, if $t_{count} < t_{table}$ and the significance value is > 0.05 , then H₀ is accepted and H_a is rejected.

Table 7. t-test Result

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.848	2.051		-.414	.680		
	CONTENT MARKETING	.371	.074	.417	5.027	.000	.403	2.479
	WORD OF MOUTH	.380	.098	.363	3.865	.000	.316	3.165
	KEPERCAYAAN KONSUMEN	.208	.124	.153	1.682	.096	.336	2.974

a. Dependent Variable: MINAT BELI

Source: SPSS Output Data, 2025

- Content marketing (X₁) has substantial worth of $0.000 < 0.05$ with a t-value of $5.027 > t_{table}$ 1.984, so H₀ is rejected and H_a is accepted. Therefore, it can be concluded that content marketing has a significant effect on purchase interest (Y).
- Word of mouth (X₂) has substantial worth of $0.000 < 0.05$ with a t-value of $3.865 > t_{table}$ 1.984, so H₀ is rejected and H_a is accepted. This means that word of mouth has a significant effect on purchase interest (Y).
- Consumer confidence (X₃) has substantial worth of $0.096 > 0.05$ with a t-value of $1.682 < t_{table}$ 1.984, so H_a is rejected and H₀ is accepted. Based on this, it can be concluded that consumer confidence has no significant

F Test (Simultaneous)

When conducting simultaneous testing or F-tests, the results can be seen in the table below:

Table 8. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2654.216	3	884.739	87.813	.000 ^b
	Residual	967.224	96	10.075		
	Total	3621.440	99			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), KEPERCAYAAN KONSUMEN, CONTENT MARKETING, WORD OF MOUTH

Source: SPSS Output Data, 2025

The F-test results in Table 8 show a significance value of 0.000, which is below the 0.05 threshold ($0,000 < 0.05$). In addition, the table above also mentions that the calculated f value is 87.813 and the table f value is 2.70. This means that the calculated F value of 87.813 is greater than the table F value of 2.70. Both results indicate that the independent variables of content marketing (X1), word of mouth (X2), and consumer trust (X3) together have a significant effect on the dependent variable of purchase interest (Y).

Discussion

This study provides substantive insights into the factors determining consumer purchase intentions at Warung Sate Bu Jumangin, a traditional culinary business navigating the challenges and dynamics of the modern market. The explanation of the influence of each independent variable on consumer purchasing interest, or the dependent variable, is as follows:

1. The influence of content marketing on purchasing interest at Warung Sate Bu Jumangin

Partially, content marketing variables have been proven to have a significant positive effect on the purchasing interest of Warung Sate Bu Jumangin consumers. This is a strong indication that even traditional culinary businesses cannot ignore the importance of online marketing strategies in today's digital era.

The results contrast with other studies focusing on Mother of Pearl cosmetics, which concluded that content marketing has no significant effect on interest in purchasing Mother of Pearl products [16]. However, the results of this study are in line with other studies focusing on content marketing by influencers in Malang City, which show that content marketing has a significant positive effect on product purchase interest [17].

These results are also consistent with the stimulus-organism-response (S-O-R) theory developed by Mehrabian and Russel in 1974, which states that external stimuli affect an individual's psychological state, which in turn drives a specific response [18]. The content presented serves as a stimulus that influences the consumer's internal state (organism), eliciting cognitive and emotional responses (such as knowledge, emotions, and perceptions) which are subsequently manifested as purchase interest (response).

The presence of content marketing on digital platforms also provides broad visibility, making it possible to reach market segments that may not be accessible through traditional promotions. This also makes it easier for the younger generation, who are digitally literate

and rely on digital information for their purchasing decisions. The main thing to note in content marketing is consistency in presenting new and interesting content to maintain top-of-mind awareness of Warung Sate Bu Jumangin.

2. The influence of word of mouth on purchasing interest at Warung Sate Bu Jumangin

The Word-of-Mouth variable exerts a strong, positive, and statistically significant partial influence on consumer purchase interest. Notably, it possesses the highest regression coefficient among all predictors. This finding underscores the crucial role of personal recommendations and digital reviews as dominant stimulants of purchase interest, particularly within the culinary sector.

This phenomenon is driven by consumers' tendency to accord greater credibility to peer-to-peer experiences and organic opinions than to promotional messages conveyed through paid advertising [4]. These results contradict previous research on Mother of Pearl cosmetics, which concluded that word of mouth has no significant influence on purchase interest. This discrepancy suggests that the impact of interpersonal recommendations may vary significantly depending on the industry or product category [16]. Conversely, these findings align with previous research on culinary products among Instagram followers, which also identified Word of Mouth (WoM) as a significant positive driver of purchase interest [7].

The Word of Mouth (WoM) phenomenon can be elucidated through Social Influence Theory, which posits that individuals are shaped by the opinions and behaviors of their social circles. In the digital era, WoM transcends offline interactions, manifesting online through Google Maps reviews, social media, and other digital platforms. These positive testimonials are instrumental for MSMEs in managing their hybrid reputation (both online and offline) thereby incentivizing prospective customers to initiate a purchase. WoM has such a profound impact that it shows that word of mouth is one of the best marketing strategy investments in creating exceptional customers for Warung Sate Bu Jumangin.

3. The effect of consumer confidence on purchasing interest at Warung Sate Bu Jumangin

In this study, consumer confidence is inversely proportional to two other variables. This is because consumer confidence has a positive value but does not have a significant effect on the purchasing interest of Warung Sate Bu Jumangin consumers. In traditional culinary micro, small, and medium enterprises (MSMEs), purchasing interest is often driven by hedonistic impulses, ease of access, or word-of-mouth recommendations, rather than rational and in-depth evaluation of business integrity or trust. Consumers may take product quality for granted as an inherent expectation, thereby reducing the role of trust as a key differentiating factor. As a result, variables such as content marketing or recommendations from fellow consumers become more direct triggers in final purchasing decisions.

The findings of this study align with previous research examining factors that influence purchase interest in businesses within the Kediri Regency. This consistency suggests a localized consumer behavior pattern characteristic of the region. These studies

show that consumer confidence does not have a significant effect on purchasing interest [19]. However, the findings of this study contrast with previous research focusing on online fashion purchases among students, which indicated that Consumer Trust exerts a significant positive influence on purchase interest [20]. This difference is likely due to the nature of the product; traditional culinary choices often depend on direct social recommendations, while online fashion purchases involve higher risks, making trust a critical prerequisite for such transactions.

Furthermore, these findings deviate from Transaction Cost Economics (TCE) theory and traditional Trust Models, which posit that brand trust serves to mitigate information search costs and reduce perceived transactional risks. Contrary to these models, this study suggests that for Warung Sate Bu Jumangin, trust may act as a baseline rather than a primary driver. Consequently, strategic efforts to enhance purchase interest should shift beyond mere trust-building to prioritize the strengthening of Word of Mouth and the optimization of Content Marketing.

4. The influence of content marketing, word of mouth, and consumer trust on consumer purchasing interest at Warung Sate Bu Jumangin

In this study, content marketing, word of mouth, and consumer trust simultaneously have a significant influence on purchase interest. This shows that the combination of these three variables can create a strong synergistic effect in driving purchase interest [3]. These three variables operate in a logical and synergistic sequence: Compelling Content acts as the initial trigger, eliciting positive experiences that are subsequently shared via Word of Mouth, which collectively reinforces long-term Consumer Trust. This integrated mechanism ensures that each variable not only contributes individually but also amplifies the overall impact on purchase interest. This chain generates a much greater impulse to buy than the three variables would individually.

The high coefficient of determination value of 72.5% indicates that these three factors can explain consumer purchasing interest in Warung Sate Bu Jumangin, with the remaining 27.5% explained by other factors such as price, location, restaurant atmosphere, or personal consumer factors not included in this research model.

Attractive promotional content, when coupled with a positive consumer experience that triggers word-of-mouth, creates an optimal marketing synergy. This combination maximizes promotional impact by aligning digital stimuli with social validation. The combination of both can also build consumer trust in Warung Sate Bu Jumangin, thereby increasing purchasing interest. Therefore, for Warung Sate Bu Jumangin, a holistic strategy that integrates content marketing, word of mouth, and sustainable consumer trust will be the key to business growth and sustainability.

4. Conclusion

The purpose of this research was to examine how trust, word of mouth, and content marketing affected customers' intentions to buy from Warung Sate Bu Jumangin. A partly beneficial impact of content marketing and word of mouth on customer buying interest at

Warung Sate Bu Jumangin was found, based on the analysis and discussion of the data. Warung Sate Bu Jumangin customers' desire in making a purchase is unaffected by the trust variable.

Warung Sate Bu Jumangin's customers' propensity to make a purchase is significantly impacted by the trifecta of content marketing, word of mouth, and consumer trust. In molding consumers' propensity to make a purchase, these three factors work in tandem with one another. These three factors together account for over 72.5% of the variance in purchase intent, highlighting the critical need of an integrated marketing approach.

The results may not be applicable to other MSMEs in the food industry since this research relies on a single case study, among its other limitations. Furthermore, the study cannot capture changes in customer perceptions or buying inclinations over time due to the cross-sectional approach. Due to these constraints, there is a need for further research that compares and contrasts various food service companies using longitudinal methods. Future research is also encouraged to include additional variables, such as price, service quality, and product innovation to develop a more comprehensive and robust predictive model."

Content Attribution (If you use AI Assistance):

The author acknowledges the use of Google Gemini (a large language model developed by Google) as an artificial intelligence tool to enhance the preparation of this research. The application of AI was strictly confined to optimizing sentence structure (paraphrasing), grammar verification, and identifying preliminary literature to support the theoretical foundations of content marketing, word of mouth, consumer trust, and purchase interest.

We must stress that no AI-generated material was lifted word for word. In order to maintain the integrity of the data, the originality of the ideas, and the scientific process, all outputs were thoroughly edited, reviewed critically, and verified for correctness. All interpretive decisions and empirical analyses concerning 'Warung Sate Bu Jumangin' remain the exclusive result of the author's independent intellectual labor. Consequently, this work represents a synergy between original human analysis and AI-assisted tools used solely to improve writing efficiency and clarity."

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