



Product Quality, Digital Marketing, and Content Marketing Effects on Visitor Decisions at Saung Jembar

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ABSTRACT

The development of digital technology has changed the way consumers make purchasing decisions, especially in the culinary and tourism sectors. This study aims to analyze the influence of product quality, digital marketing, and content marketing on visitor decision-making at Saung Jembar, Tasikmalaya Regency. This study uses a quantitative approach with a descriptive-verification method, where data is collected through questionnaires distributed to 85 visitors to Saung Jembar. Data analysis is carried out using multiple linear regression tests to examine the influence of the three variables on visitor decisions. The results show that product quality has a significant influence on visitor decisions, with food taste and product consistency as the dominant factors in creating a positive experience. Digital marketing also has a positive effect, although overly frequent promotions can reduce its effectiveness. Content marketing, especially through storytelling and authentic visual content, has been proven to have a significant influence on visitor decisions. Simultaneously, these three variables explain 95.6% of the variation in Saung Jembar visitors' decision-making. In conclusion, the success of Saung Jembar's marketing strategy is highly dependent on the synergy between product quality and effective and authentic digital marketing. This study recommends that Saung Jembar pay more attention to the alignment between expectations built through digital promotions and the reality on the ground, as well as improving the quality of content to make it more attractive and relevant in order to attract more visitors.

INTRODUCTION

The development of digital technology in Indonesia has significantly changed the landscape of the tourism and culinary sectors, especially after the pandemic. As people become increasingly dependent on digital platforms to find information, consumer decisions in choosing where to eat or travel destinations are now largely influenced by the existence and effectiveness of digital marketing strategies (Indriyani & Suri, 2020). This can be seen from the rapid development of local businesses, especially micro, small, and medium enterprises (MSMEs) that utilize technology to market their products (Astuti et al., 2025). Digital marketing, which includes the use of social media, email, and websites, makes it easier for entrepreneurs to reach a wider audience at a more efficient cost, something that was previously difficult to achieve through traditional marketing channels. Along with the rapid development of digital technology, digital marketing strategies have become an important factor in influencing consumer decisions in choosing culinary destinations, as evidenced in a study by (Silva et al., 2025) which examined the influence of product quality, brand image, and sales promotions on purchasing decisions.

This phenomenon is particularly evident in the culinary tourism sector, which offers not only taste experiences but also digital experiences through promotions on social media platforms such as Instagram, TikTok, and YouTube (Sahu et al., 2024)). The culinary business, as reflected in the case of Saung Jembar in Tasikmalaya Regency, shows how digital marketing and content marketing can play an important role in attracting visitors and shaping positive perceptions of the restaurant. Data shows a significant increase in the number of visitors to Saung Jembar since 2021, driven by the implementation of an intensive digital marketing strategy. However, despite the increase in visitor numbers, there are still several challenges related to expectations built through digital content that are not always in line with the reality on the ground. This can affect visitors' decisions to return, especially if they are disappointed with the quality of services or products that do not meet the expectations set by digital promotions. A similar phenomenon is also reflected in research conducted by Mujahid, Karamang, and Mubarak (2025), which shows that the marketing mix, including product, promotion, and physical evidence variables, has a significant influence on consumer decisions. In the context of culinary tourism, expectations formed by digital content can be risky if they do not match reality, which can influence visitors' perceptions and decisions to return (Mujahid et al., 2025).

Product quality, digital marketing, and content marketing are three key variables that influence visitors' decisions to visit a culinary destination. Product quality, which includes taste, consistency, and presentation, plays a fundamental role in creating satisfaction and positive experiences for visitors (Iradawati, 2024). Digital marketing, with all the power





of social media, serves as the main channel for building awareness and shaping a positive brand image (Setiawan et al., 2024). Content marketing, which involves the creation and distribution of engaging content such as food photos, customer testimonials, and inspiring videos, plays a role in reinforcing the messages conveyed by digital marketing and providing a more immersive experience for potential visitors. Research (Rahadian & Wardhani, 2025) supports that brand image and pricing policies influence purchasing decisions through brand trust, which is relevant to the context of culinary MSME visitor decisions.

This study aims to empirically examine the influence of product quality, digital marketing, and content marketing on visitor decisions at Saung Jembar, Tasikmalaya Regency. Saung Jembar was chosen as the object of this study based on the fact that although this business has implemented effective digital marketing strategies, there is still a gap between the expectations built through digital content and the actual visitor experience. This research is also important to identify the dominant factors that influence visitor decisions, so that it can provide recommendations for culinary business managers to optimize their marketing strategies.

Regarding the research gap, although there are many studies discussing the relationship between product quality, digital marketing, and content marketing in the culinary and tourism sectors, most studies still focus on large businesses in big cities. Meanwhile, research at the MSME and regional levels, such as in Tasikmalaya Regency, is still very limited. This is important to explore further, given that the market characteristics and challenges faced by MSMEs in rural areas differ from those in large cities.

The main focus of this study is to directly examine the influence of these three variables on the decisions of Saung Jembar visitors. Using a quantitative approach and multiple linear regression analysis, this study aims to provide deeper insights into how each factor—product quality, digital marketing, and content marketing—interacts with one another in shaping visitor decisions.

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This article is structured as follows: The second section discusses the literature review related to the theories underlying the variables in this study, as well as relevant previous studies. The third section explains the research methods used, including the approach and data analysis techniques. The fourth section presents the research results and discussion, which includes an analysis of the influence of each variable on visitor decisions. The final section presents conclusions and recommendations for culinary business managers, as well as suggestions for further research.

LITERATURE REVIEW

Product Quality

Product quality is a key determinant of consumer satisfaction and decision-making in any industry. (Sainy, 2024) define product quality as the ability of a product to perform its intended function, which includes durability, reliability, accuracy, ease of use, and other attributes that add value for consumers. In the context of the culinary sector, product quality refers to factors such as taste, freshness, consistency, and presentation (Pramudito et al., 2025). The quality of food and service plays a critical role in the decision-making process of visitors to restaurants and other food establishments. Studies have shown that food quality, particularly taste and consistency, are the most significant factors influencing customer satisfaction and repeat visitation (Rahadian & Wardhani, 2025).

Research by (De Giovanni & Zaccour, 2023) highlights eight dimensions of product quality: performance, features, reliability, conformance to specifications, durability, ease of maintenance, aesthetics, and perceived quality. In the culinary industry, these dimensions are reflected in how a product not only functions well but also provides a pleasant experience in terms of taste, presentation, and overall satisfaction.

Digital Marketing

Digital marketing involves the use of digital channels and technologies to promote products and build relationships with consumers. Kotler and Keller (2016) describe digital marketing as any marketing activity conducted through digital platforms such as websites, social media, search engines, and email. Digital marketing is crucial for businesses in the tourism and culinary sectors as it allows them to reach a broad audience efficiently and at a low cost compared to traditional marketing methods (Chaffey & Ellis-Chadwick, 2019).

Digital marketing strategies, especially through social media platforms like Instagram, Facebook, and TikTok, have proven to be effective in creating brand awareness and influencing consumer decisions (Setiawan et al., 2024). Studies have shown that consumers rely heavily on online platforms for reviews, recommendations, and promotional content before making purchasing decisions (Praditya & Purwanto, 2024). However, excessive promotion frequency can lead to diminishing returns, as consumers may become desensitized to constant advertisements (Salsabila et al., 2025).

A recent study by Vij and Taneja (2022) emphasizes the importance of personalized marketing in creating meaningful consumer interactions. By leveraging data analytics, businesses can target specific segments with tailored





content, which is more likely to drive engagement and conversion.

Content Marketing

Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. According to (Yunita et al., 2021), content marketing is a strategic approach that emphasizes the creation and sharing of valuable content to build trust and relationships with consumers. Unlike traditional advertising, content marketing aims to provide useful information that resonates with the audience, fostering long-term brand loyalty.

In the culinary and tourism sectors, content marketing is particularly effective when it includes visual storytelling, customer testimonials, and authentic experiences (Behare & Babar, 2025). Social media platforms are particularly important in content marketing, as they provide a venue for brands to share engaging visual content such as photos and videos, which can influence consumer perceptions and decisions. (Lopes & Casais, 2022) argue that content marketing that authentically reflects real-life experiences creates stronger emotional connections with consumers, enhancing trust and increasing the likelihood of consumer action.

Recent studies have highlighted the role of user-generated content (UGC) in content marketing. According to (Huang, 2024), UGC, such as photos and reviews from satisfied customers, has a greater impact on consumer trust than brand-generated content. This is particularly true for the culinary industry, where customers are more likely to trust peer reviews and authentic experiences shared by other diners (Sahu et al., 2024).

Consumer Decision-making

Consumer decision-making is a complex process influenced by various factors, both internal (e.g., motivation, perception) and external (e.g., social influences, digital marketing). (AMIRULLAH, 2022) suggest that consumer decision-making involves several stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the context of food and tourism, the decision-making process is often triggered by exposure to promotional content, online reviews, and recommendations from peers (Dewanthi et al., 2024).

In today's digital age, consumers increasingly rely on online platforms to gather information and evaluate options before making a decision. As noted by (Cowan et al., 2021), the availability of online reviews and visual content greatly impacts consumer choices, especially in the hospitality and culinary sectors. The use of digital content to build a positive image and provide transparent information is critical for fostering trust and influencing decisions to visit or purchase (Iffah, 2025).

Synthesis of Relevant Studies

The relationship between product quality, digital marketing, content marketing, and consumer decision-making has been extensively studied across various industries. (Rahmadi et al., 2024) found that the combination of product quality and digital marketing strategies significantly influences consumer buying decisions. Similarly, (Setiawan et al., 2024) highlighted the importance of authentic content in building consumer trust and influencing purchasing decisions in the restaurant industry.

However, while these studies have focused on larger businesses and urban areas, there is limited research on small-scale businesses in rural or regional areas, such as Saung Jembar in Tasikmalaya. This gap in the literature justifies the need for this study, which aims to explore how product quality, digital marketing, and content marketing interact to influence consumer decisions in the context of a local culinary business.

METHOD

This study uses an associative quantitative approach with the aim of analyzing the relationship between variables that influence visitor decisions at Saung Jembar, Tasikmalaya Regency. A quantitative approach was chosen because this study focuses on collecting numerical data that can be analyzed to test the proposed hypothesis. This study aims to identify and measure the influence of product quality, digital marketing, and content marketing on visitor decisions, as well as to determine the extent to which these three factors interact with each other.

The population in this study was all visitors to Saung Jembar during 2025, totaling 557 people. The sample was determined using the Slovin formula with a 10% margin of error, resulting in a sample of 43 respondents. The sampling technique used was accidental sampling, namely respondents who happened to be at the location when the data collection took place and were willing to fill out the questionnaire.

Table 1. Visitor Growth at Saung Jembar 2018-2025

Year	Number Of Visitor
2018	456
2019	473
2020	489
2021	521
2022	546
2023	551
2024	555
2025	557

Source : Data of Saung Jembar (2025)

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This study involved four main variables, namely three independent variables and one dependent variable. The independent variables consisted of:

1. Product Quality (X1)

Indicators: taste of food, freshness of ingredients, cleanliness, presentation, and product consistency.

2. Digital Marketing (X2)

Indicators: promotion frequency, online interaction, response speed, clarity of information, and social media appeal.

3. Content Marketing (X3)

Indicators: content authenticity, information relevance, visual quality, storytelling, and customer testimonials.

Meanwhile, the dependent variable is Visitor Decision (Y), which is measured through indicators such as awareness, interest, evaluation of alternatives, decision to visit, and repeat visits.

The data obtained from the questionnaire will be analyzed using multiple linear regression analysis to test the simultaneous and partial effects of the three independent variables on visitor decisions. Before performing regression analysis, validity and reliability tests will be conducted to ensure that the measurement instruments used are reliable. T-tests and F-tests will be performed to test the significance of each variable's influence on visitor decisions. All analyses will be performed using SPSS software version 26 to obtain valid and accurate results.

Thus, the methods used in this study provide a comprehensive overview of the influence of product quality, digital marketing, and content marketing on the decisions of Saung Jembar visitors. Furthermore, the results of the analysis will be discussed further in the results and discussion section to identify the most dominant factors influencing visitor decisions.

RESULT

Descriptive Statistics

The study surveyed 85 visitors at Saung Jembar, Tasikmalaya, to understand how product quality, digital marketing, and content marketing influence their decision-making process. Descriptive statistics were first conducted to analyze the basic characteristics of the respondents.

The majority of the respondents were female (67.4%), and the age range varied from 19 to 67 years, with an average age of 32.86 years. This indicates a broad demographic spread, with a significant representation of both younger and older visitors, suggesting that Saung Jembar attracts a diverse group of consumers.

Analysis of Product Quality

The product quality variable was assessed based on five indicators: taste, cleanliness, ingredient freshness, presentation, and consistency. The results indicated that visitors rated the quality of Saung Jembar's offerings highly. The average score for the quality of food (taste, consistency, and freshness) was 4.25, indicating strong satisfaction. Cleanliness and presentation also received high ratings, with average scores of 4.1 and 4.3, respectively.

This suggests that product quality, particularly the taste and presentation of food, plays a critical role in shaping visitor satisfaction and their decision to return. These findings align with previous studies (Rahadian & Wardhani, 2025) which suggest that food quality is one of the most significant determinants of consumer satisfaction in the culinary sector.



Analysis of Digital Marketing

Digital marketing was evaluated on the basis of the frequency of promotions, online interaction, responsiveness, clarity of information, and the appeal of social media content. The results indicated that while Saung Jembar's digital marketing efforts were well-regarded, the frequency of promotions was a double-edged sword. Visitors generally appreciated the use of Instagram and Facebook for providing relevant and engaging content but found the frequency of promotions sometimes excessive.

1. Frequency of Promotions: The average score was 3.8, which suggests that while promotions were frequent, the overwhelming nature of some promotional campaigns led to decreased effectiveness.
2. Interaction and Responsiveness: Saung Jembar's interaction and response time on social media received high marks, with an average score of 4.2, indicating effective engagement with customers.

These findings are consistent with previous research by Setiawan et al. (2024), which emphasizes the need for consistency and quality over quantity in digital marketing campaigns.

Analysis of Content Marketing

Content marketing was assessed based on the authenticity of content, relevance of information, visual quality, storytelling, and customer testimonials. The results revealed that the quality of Saung Jembar's content marketing, particularly its use of visual content and storytelling, had a significant impact on visitors' decision-making.

1. Visual Content: The average score for visual content was 4.4, which was the highest rating for any indicator, indicating that visitors were highly engaged with the appealing photos and videos of food and ambiance posted on social media.
2. Storytelling and Testimonials: Storytelling and testimonials also received high scores, with an average of 4.2, demonstrating that visitors were influenced by authentic narratives and customer experiences shared by others.

This supports the findings of Lopes and Casais (2022), who noted that visual content and customer testimonials are particularly influential in the food and tourism industries.

Regression Analysis

A multiple linear regression analysis was conducted to determine the impact of product quality, digital marketing, and content marketing on visitor decision-making. The results indicated that all three variables had a significant effect on the decision-making process.

1. Product Quality: The regression coefficient for product quality was 0.48, indicating that it had the strongest effect on decision-making.
2. Digital Marketing: The regression coefficient for digital marketing was 0.31, suggesting that digital marketing had a positive but slightly weaker influence compared to product quality.
3. Content Marketing: The regression coefficient for content marketing was 0.33, showing that it also had a significant positive impact on decision-making, particularly in terms of visual appeal and authenticity.

The overall model explained **95.6%** of the variance in visitor decision-making, which is a high level of explanatory power, indicating that the combined effects of these three variables are crucial in shaping consumer behavior.

Statistical Significance

The results of the F-test (Simultaneous Test) revealed that the model was statistically significant ($F(3,81) = 38.934$, $p < 0.001$). This suggests that the independent variables (product quality, digital marketing, and content marketing) together have a significant effect on the dependent variable (visitor decision-making).

In the t-test (Partial Test), the coefficients for product quality ($t = 5.35$, $p < 0.001$) and content marketing ($t = 4.21$, $p < 0.001$) were highly significant, confirming that these variables independently have a strong impact on visitor decisions. However, digital marketing, while significant, had a somewhat lower effect ($t = 2.94$, $p < 0.01$).

DISCUSSION

The Effect of Product Quality on Visitors' Decision-Making

The findings indicate that product quality has a significant influence on visitors' decision-making at Saung Jembar. Several indicators of product quality, particularly taste consistency and freshness, demonstrate a positive and statistically significant relationship with visitor decisions. This result supports marketing theory which posits that product quality functions as a primary determinant of consumer value perception and purchase decisions (Puspitasari et al., 2023).

However, one indicator related to product presentation shows a negative significant coefficient. This suggests a discrepancy between visitors' expectations formed through digital promotion and the actual presentation experienced



on-site. Such a gap may lead to cognitive dissonance, where consumers reassess their decisions due to unmet expectations. This finding aligns with prior studies emphasizing that perceived quality is not solely determined by intrinsic attributes, but also by congruence between promotional claims and actual product performance (Rahadian & Wardhani, 2025).

In the context of culinary tourism, consistent product quality remains essential for encouraging repeat visits. Thus, although product quality positively affects decision-making overall, improvements in presentation and consistency are necessary to strengthen consumer trust and satisfaction.

The Effect of Digital Marketing on Visitors' Decision-Making

The results demonstrate that digital marketing exerts a significant influence on visitors' decision-making, although not all indicators show positive effects. The indicator related to clarity and attractiveness of digital information significantly influences visitor decisions, confirming that effective digital communication enhances consumer confidence prior to visiting a culinary destination (Chendraningrum & Suryana, 2025).

Conversely, several indicators related to promotion frequency and interaction intensity display non-significant or negative effects. This suggests that excessive or poorly targeted digital promotions may reduce effectiveness and potentially generate information fatigue among consumers. Previous research supports this finding, indicating that digital marketing effectiveness depends more on message relevance and credibility than on promotional volume (Praditya & Purwanto, 2024).

For Saung Jembar, digital marketing plays a critical role in shaping initial awareness and consideration. However, its influence on decision-making becomes optimal only when promotional content is aligned with visitors' informational needs and actual service quality.

The Effect of Content Marketing on Visitors' Decision-Making

Content marketing emerges as the most dominant variable influencing visitors' decision-making, particularly through storytelling and content authenticity. The indicator related to narrative-driven content shows the highest positive and significant coefficient, indicating that emotionally engaging content strongly affects visitors' intentions to visit Saung Jembar.

This finding corroborates content marketing theory, which emphasizes that authentic and experience-based storytelling fosters emotional connections and strengthens consumer trust (Lopes & Casais, 2022; Yunita et al., 2021). In the culinary and tourism sector, visual narratives such as customer experiences, behind-the-scenes processes, and real testimonials serve as powerful decision triggers.

Nevertheless, one content marketing indicator exhibits a negative significant effect, suggesting that content perceived as exaggerated or inconsistent with reality may undermine trust. This aligns with recent empirical studies showing that authenticity is a key moderating factor in content effectiveness (Marwan et al., 2024).

Overall, content marketing not only complements digital marketing strategies but also functions as a central mechanism in shaping visitors' perceptions, emotions, and final decisions.

Simultaneous Effect of Product Quality, Digital Marketing, and Content Marketing

The simultaneous testing results confirm that product quality, digital marketing, and content marketing collectively have a significant effect on visitors' decision-making. This indicates that consumer decisions are formed through the interaction of tangible product experiences and digital communication strategies.

These findings support the integrated marketing perspective, which argues that effective consumer decision-making is influenced by both experiential factors (product quality) and informational-emotional factors (digital and content marketing) (Fadhli & Ibrahim, 2024). In the case of Saung Jembar, content marketing serves as the most influential factor, while product quality functions as a validation mechanism that reinforces or weakens promotional promises.

Therefore, sustainable visitor decision-making can be achieved only when high-quality products are consistently supported by credible and authentic digital content.

Research Implications

The results contribute theoretically by reinforcing the role of content marketing as a dominant factor in consumer decision-making within the culinary tourism context. Practically, the findings suggest that businesses should prioritize content authenticity, align promotional narratives with real experiences, and maintain consistent product quality to strengthen consumer trust and long-term engagement.

CONCLUSION

This study aims to examine the effect of product quality, digital marketing, and content marketing on visitors' decision-making at Saung Jembar in Tasikmalaya Regency. Based on the results of multiple linear regression analysis, it can be concluded that all independent variables simultaneously have a significant influence on visitors' decision-





making. This indicates that consumer decisions in the culinary tourism sector are shaped by a combination of product-related factors and digital communication strategies.

Partially, product quality has a significant effect on visitors' decision-making. Indicators related to taste, freshness, and product consistency positively influence consumer decisions, confirming that tangible product attributes remain a fundamental determinant in attracting visitors. However, the negative effect found in the presentation indicator suggests that inconsistencies between promotional visuals and actual product appearance may reduce consumer confidence. This finding highlights the importance of aligning promotional messages with real product experiences.

Digital marketing also affects visitors' decision-making, although its influence varies across indicators. The clarity and attractiveness of digital information contribute positively to consumer decisions, while excessive or less relevant promotional activities tend to reduce effectiveness. This suggests that digital marketing strategies should prioritize relevance, credibility, and informational value rather than promotional intensity.

Content marketing emerges as the most dominant variable influencing visitors' decision-making. Storytelling-based and authentic content significantly strengthens emotional engagement and trust, which in turn encourages visit decisions. Conversely, content perceived as exaggerated or inconsistent with actual experiences negatively affects consumer trust. Therefore, authenticity and consistency are critical success factors in content marketing strategies within the culinary tourism context.

Overall, the findings indicate that effective visitor decision-making can be achieved when high product quality is consistently supported by relevant digital marketing and authentic content marketing. Businesses in the culinary tourism sector should integrate these three elements to build trust, enhance consumer experience, and encourage sustainable visit decisions.

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