THE INFLUENCE OF FOOD VLOGGER CONTENT, INSTAGRAM PROMOTION, AND INNOVATION PRODUCT TO DECISION PURCHASE BAKPIA PRODUCTS

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ABSTRACT

The increasingly developing era makes technology increasingly advanced, especially Instagram social media which has been widely used by the general public to post photos, make videos (*vlogs*), and do promotions on Instagram. This study aims to provide empirical evidence of the influence of food vlogger content, Instagram promotions and innovation. product against the decision product purchase bakpia champion One Solo. The sample used in this study was 40 people. The sample determination was done using the *purposive sampling method* . The results of this study showed that food vlogger content did not have a significant effect on purchasing decisions for Bakpia Juwara Satoe Solo products, Instagram promotions had an effect. in a way significant against decision purchase product bakpia champion one Solo, product innovation has a significant influence on purchasing decisions for Bakpia Juwara Satoe Solo products.

Keywords:Food Vlogger Content,Instagram Promotion, Product Innovation, Purchase Decision

INTRODUCTION

Nowadays, technology is an important thing and cannot be separated from everyday life. With the development of technology, it can make our activities easier. in accessing information and communicating with each other. Including social media which is widely used by people in Indonesia Because make it easier in process the occurrence communication between individual far away from range. Every *platform* media social own characteristics typical And uniqueness each of them, both in terms of how to use it or its features

Media social that Lots used in Indonesia especially among millennials is *Instagram.* Based on data from datareportal.com . In early 2024, the number of *Instagram users* in

Indonesia was 100.9 million, with a percentage of female users of 54.5% and male users of 45.5%. When This *Instagram* has been widely used by the general public to post photos, make videos, communicate with new people and even for business (Andriani et al., 2023). One of them is a *video blogging (vlog) maker* , while the term for people who do this is... *vlog that is vlogger.* In A *vlog* content Which served naturally must attract the attention of the the the audience. To attract the attention of the audience, of course there are many creative ideas that presented by vloggers *in* each video, from the many *vlogs,* there are some that tell about daily activities or what are usually called *daily vlogs,* activities during vacations, doing work, *fashion* and beauty. Now *vlogs* are not just about telling someone's daily life, many *vloggers* who continue to develop useful ideas make Contents his *vlog* become contents Which more creative, interesting And can also provide benefits to anyone who sees the content. (Aulia & Kusumaningrum, 2022)

The content that is currently widely discussed by *vloggers* is reviewing various culinary delights, usually known as *Food vlogger Content.* In *food vlogger content,* they not only discuss their experiences when trying various types of food, but *food vlogger content* also provides reviews, culinary tips, and also shares recipes and cooking tips. One of the *food vlogger contents* that is familiar in the world of Instagram is @solokenyang where the Instagram account already has 241,000 followers with 6,321 posts that have *reviewed* various culinary delights in Solo City and even promoted the culinary delights so that it attracts the interest of the audience to try the culinary delights. There is something interesting in one of his posts when promoting and *reviewing* a typical Yogyakarta souvenir that we know, namely bakpia with the Juwara Satoe *brand* . Generally, we often find bakpia in Yogyakarta souvenir centers, it turns out that Bakpia Juwara Satoe has opened a branch in Solo City in December 2023 located at Jln. Urip Sumoharjo No. 96 Solo.

Bakpia Champion Satoe open shop 23rd in City Solo Which previously already open in cities tour like Magelang And Yogyakarta. Stand on In November 2018, PT. Pia Juwara Satoe established a bakpia factory in the Berbah area, Klasan, Sleman. Product First Which produced that is Bakpia dry or crispy. Bakpia dry This is the only one bakpia dry or crispy in city Yogyakarta. Bakpia This own resilience time save Which long, namely 3-5 days in temperature room. Dry bakpia it has several flavor variants such as Bakpia Black Sesame, Chocolate Bakpia, Bakpia Sugar Pull, Bakpia Peanut Green Salty, Bakpia Peanut Green Original, Bakpia Peanut Green Vegetable, Bakpia Cheese, Bakpia Mini Chilli sauce, Bakpia Nastar, Pandan Bakpia. For Variants Bakpia Wet own a number of Variants flavor like Chocolate Bakpia, Bakpia Durian, Bakpia Peanut Green, Bakpia Cheese, Bakpia KitKat, Bakpia Kumbu Black, Bakpia Dates, Bakpia Mix. Bakpia wet This capable endure 7-14 days in temperature normal. Besides produce Bakpia Wet And Bakpia Dry, Bakpia Juwara Satoe also produces Peanut Cookies and Nastar, there are 3 Nastar variants, namely Jumbo Nastar, Pineapple tart Roll, And Pineapple tart Roll Chocolate. Due to the amount request from consumers, now Bakpia Juwara Satoe is back innovating to present a new product made with registered Kitkat Spread, this bakpia is different from the previous variants because it uses premium chocolate. First introduced on June 23, 2023, this bakpia comes in premium packaging, although premium price Which offered very affordable that is Rp 25,000 per box Which containing five cut bakpia. With existence innovation product "Bakpia *made with* Kitkat Spread" received quite an enthusiastic *response* in the market because of the authentic taste of bakpia with Nestle Kitkat's signature chocolate filling. Product innovation is an interesting new inspiration that can be developed (BD Prasetyo, 2020). Innovation is used intentionally for the purpose of development and interesting strategies. In order to be able to compete with other companies, innovation must continue to be carried out and developed..

Research (Wardani, 2021) entitled The Influence of Food Vlogger Content and the Role of Social Media on Purchase Interest in Culinary Businesses (Study at Warung Makan Mbok

Cimplek Jatipuro) This study aims to determine the influence of food vlogger content and the role of social media on purchase interest in the culinary business Warung Makan Mbok Cimplek Jatipuro. The results of the study showed that there was an influence between the independent variables (X1 and X2) and the dependent variable (Y).

Research (Latief, 2022) with the title The Influence of Instagram Social Media Promotion, Price And Variety menu to Decision Purchase Catering Home in Makassar City. This study aims to analyze the influence of promotion on Instagram, price And Variety menu to decision purchase catering Home in Makassar City. The results of the study found that Promotion on Instagram, Price and Menu Variety both simultaneously and partially have a positive and significant effect on purchasing decisions.

Research (Dean Mavilinda & Susanti, 2022) with the title The Influence of Product Quality, Innovation Product And Brand Image To Decision Purchase Reject Wind During the Pandemic in Surakarta. The results of the study show the quality of products and brands image own influence Which significant to decision purchase. Product innovation has no influence on purchasing decisions.

Based on the above, it is important to conduct a study entitled "The Influence of Food Vlogger Content, Instagram Promotion, and Product Innovation on Purchase Decisions of Bakpia Juwara Satoe Solo Products"

Formulation Problem
1. Whether variable Content Food Vlogger, Promotion Instagram, And Innovation Does the product have a partial influence on the Purchase Decision of Bakpia Juwara Satoe Solo Products?
2. Whether variable Content Food Vlogger, Promotion Instagram, And Innovation Does the product have a simultaneous influence on the Purchase Decision of Bakpia Juwara Satoe Solo Products?

Research purposes
1. To provide empirical evidence that the variables Food Vlogger Content, Instagram Promotion, and Product Innovation have a partial influence on the Purchase Decision of Bakpia Juwara Satoe Solo Products.
2. For give proof empirical variable Food Content Vlogger, Promotion Instagram, and Product Innovation have a simultaneous influence on the Purchase Decision of Bakpia Juwara Satoe Solo Products.

LITEATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Literary Studies Sub
1. Content

According to Frick and Eyler-Werve in Santana's journal, content is photography, audio, podcasts, blog posts, videos, animations, games, e-mail anything that can be used to connect messages (Santana, 2020).

According to Oktaviani, Komsiah, and Syaifuddin in the writing of M Dzaki Ishomi, content can be used as a guide to identify and measure various formats and information flows as a value-added component of media, content comes in various types including: text, images, sound and, video and others (M Dzaki Ishomi , 2024).

2. Food vlogger

Food vloggers are individuals or groups who produce video content about food and culinary and share it on social media platforms such as YouTube, Instagram, or TikTok. Food vloggers are considered one type of influencer in the culinary field of Aulia (Safitri et al., 2023).

A food vlogger is a person who creates video content about food and cuisine which is then uploaded on social media or video sharing platforms such as YouTube Yuosaf in (Safitri et al., 2023).

3. Instagram promotion

According to (Pasharibu, 2021) the Instagram promotional media feature is a media that is in great demand by the public, these advantages and benefits are opportunities for business people in promoting because it is very minimal in costs incurred and easy to disseminate information.

Promotion strategy through Instagram social media is an effort to influence consumers in purchasing decisions Antonio Prasetyo in (Pasharibu, 2021)

(Perwithasari et al., 2022) Instagram promotion is a promotion carried out using an application aimed at sharing photos, videos and information to various social network services.

4. Product Innovation

According to (B. D. Prasetyo, 2020) Product innovation is an interesting new inspiration so that it can be developed. Innovation is used deliberately for development purposes and interesting strategies. In order to be able to compete with other companies, innovation must continue to be carried out and developed.

Companies that are able to design their products according to market demand will be able to survive in competition because their products that remain in demand by consumers are the definition of product innovation (Andriani et al., 2023).

5. Purchase Decision

According to Gunawan in (Fathanul, 2022) purchasing decisions are a process where consumers recognise their problems, seek information about certain products or brands.

According to (Andrian, 2022) purchasing decisions are the process of making decisions about a product, someone thinks about various options and then makes a decision about what they will buy.

According to Kurnia in (Nuzulia, 2021) states that purchasing decisions are when someone has decided to buy, meaning that they have determined various alternative purchasing decision options.

Hypothesis Development

A hypothesis is a temporary assumption/statement expressed declaratively or which is the answer to a problem.

1. Food Vlogger Content Influences Purchasing Decisions Research (Harijanto, 2021) with the title The Influence of Food Vloggers on YouTube as an Alternative to Help Consumers Make Purchasing Decisions. The results of this research are the influence of context, communication, collaboration and connection on problem recognition. Then there is the influence of context, communication, collaboration and connection on information search. Then there is the influence of context, communication, collaboration and connection on alternative evaluation. Then there is the influence of context, communication, collaboration and connection on purchasing decisions.

H1: It is suspected that Food Vlogger Content influences Purchasing Decisions.

2. Instagram Promotion Influences Purchasing Decisions

Research (Setyawati, 2020) entitled The Influence of Instagram Promotion, Brand Image and Product Quality on the Purchasing Decisions of Bakpia Tugu Jogja Instagram Followers.

The results obtained in this study show that the independent variable has a partial and simultaneous effect with a positive and significant value on the dependent variable. In particular, the influence of promotions on Instagram is 37.5%, while the influence of the brand image variable on purchasing decisions is 31.8%, and the results obtained from the influence of product quality on purchasing decisions are 30.5%. Meanwhile, simultaneously it can be seen that the results obtained through F calculation are 36,890 and the probability value is 0.000 which has an influence of 53.5% and the rest is influenced by other factors.

H2: It is suspected that Instagram promotions have an influence on purchasing decisions.

RESEARCH METHOD

According to (Handayani, 2020), population is a generalized area consisting of: object/subject Which have quantity And characteristics certain Which determined by researchers to be studied and then conclusions drawn. The population in this study were all consumers who had purchased Bakpia Juwara Satoe products. According to Sugiyono in (Muzhiroh, 2020) with use Roscoe's sample size theory in determining sample size. In this study there are 4 variables that is 3 variable free And 1 variable bound. So sample Which taken is 10 multiplied by 4 is 40 samples. The sampling technique in this study used *purposive sampling technique* , namely sampling by determining special characteristics that are in accordance with the objectives of the study. Where the criteria are Instagram followers @solokenyang and or Instagram followers Bakpia Juwara Satoe, people who have bought Bakpia Juwara Satoe products. Research method with model quantitative done various test. Test quality data carried out by conducting tests on research instruments, namely questionnaires with validity tests and test reliability. Test validity with mark sig under 0.05 stated valid And Reliability test with a value of 0.7 is declared reliable. Hypothesis testing is carried out to provide empirical evidence And answer the problem formulation with tests t And test F. Regression test is conducted to explain the influence of variables individually. Determination coefficient test to explain the relationship between variables in the study.

RESULTS

Variables Content Food Vlogger (X1)

Table 1 Results Test Validity Content Food Vlogger (X1)

Variable X1	r count	r table	Information
KFV 1	0.835	0.312	Valid
KFV 2	0.777	0.312	Valid
KFV 3	0.768	0.312	Valid
KFV 4	0.745	0.312	Valid
KFV 5	0.722	0.312	Valid

Source Data Processed (2024)

Table 1 shows that the calculated r results are > r table, for each statement item about variable Content Food Vlogger. So can determined that Items statements 1,2,3,4, and 5 are valid.

Variables Promotion Instagram (X2)

Table 2 Results Test Validity Instagram Promotion (X2)

Variable X2	r count	r table	Information
PINs 1	0.853	0.312	Valid
PINs 2	0.650	0.312	Valid
PINs 3	0.608	0.312	Valid
PINs 4	0.794	0.312	Valid
PINs 5	0.840	0.312	Valid

Source Data Processed (2024)

Table 2 shows that the results of r count > r table, for each statement item about the Instagram Promotion variable. So it can be determined that statement items 1,2,3,4, and 5 are valid.

Variables Innovation Product (X3)

Table 3 Results Test Validity of Innovation Product (X3)

Variable X3	r count	r table	Information
IPro 1	0.884	0.312	Valid
IPro 2	0.907	0.312	Valid
IPro 3	0.757	0.312	Valid
IPro 4	0.842	0.312	Valid
IPro 5	0.857	0.312	Valid

Source Data Processed (2024)

Table 3 shows that the results of r count > r table, for each statement item about the Product Innovation variable. So it can be determined that statement items 1,2,3,4, and 5 are valid.

Variables Decision Purchase (Y)

Table 4 Results Test Validity Decision Purchase (Y)

Variables Y	r count	r table	Information
KPem 1	0.869	0.312	Valid
KPem 2	0.763	0.312	Valid
KPem 3	0.889	0.312	Valid
KPem 4	0.895	0.312	Valid
KPem 5	0.853	0.312	Valid

Source Data Processed (2024)

Table 4 shows that the calculated r results are > r table, for each statement item about variable Decision Purchase. So can determined that Items statements 1,2,3,4, and 5 are valid.

Reliability Test

Variables Content Food Vlogger (X1)

Table 5 Results Test Reliability Content Food Vlogger (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.819	5

Source Data Processed (2024)

The Cronbach Alpha value for the Food Vlogger Content variable is 0.819, which is greater than 0.70 therefore it can be determined that this research instrument is reliable.

Variables Promotion Instagram (X2)

Table 6 Results Test Reliability Promotion Instagram (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.800	5

Source Data Processed (2024)

Mark Cronbach Alpha Variables Instagram promotion of 0.800 more big from 0.70 therefore it can be determined that this research instrument is reliable.

Variables Innovation Product (X3)

Table 7 Results Test Innovation Reliability Product (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.904	5

Source Data Processed (2024)

Mark Cronbach Alpha variable Innovation Product as big as 0.904 more big from 0.70 Therefore it can be determined that this research instrument is reliable.

Variables Decision Purchase (Y)

Table 8 Test Results Reliability Decision Purchase (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.905	5

Source Data Processed (2024)

The Cronbach Alpha value of Purchasing Decision is 0.905 which is greater than 0.70, therefore it can be determined that this research instrument is reliable.

Normality Test

Table 9 Results Test Normality

N	40
Asymp. Sig. (2- tailed)	0.176

Source Data Processed (2024)

From testing on can concluded that mark significance test normality of 0.176 is greater than 0.05, it can be concluded that the research data is normally distributed.

Multicollinearity Test

Table 10 Results Test Multicollinearity

Variables	Tolerance	VIF	Information
KFV	0.516	1,938	Free Multicollinearity
PINs	0.204	4,901	Free Multicollinearity
Ipro	0.231	4,336	Free Multicollinearity

Source Data Processed (2024)

Based on the results of the Multicollinearity test in table 10 above, it can be concluded that the variables Food Vlogger Content, Instagram Promotion, and Product Innovation are free from multicollinearity because the tolerance value is > 0.10 and *the Variance Inflation Actor* (VIF) value is more < than 10.

Heteroscedasticity Test

Table 11 Results Test Heteroscedasticity

Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.166	1,574		2.012	.052
Food Vlogger Content	- .067	.131	- .115	- .513	.611
Promotion Instagram	.090	.189	.170	.478	.635
Innovation Product	- .155	.158	- .327	- .978	.334

a. Dependent Variables: RES2

Processed Data Source (2024)

From table on can seen that results test heteroscedasticity with method Glejser did not find heteroscedasticity because the sig value of each variable was > 0.05.

Analysis Regression Linear Multiple

Table 12 Results Test Regression Multiple

Variables	Regression Coefficient
TOTAL_KFV	-0.041
TOTAL_Pins	0.166
TOTAL_Ipro	0.795

Source Data Processed (2024)

Based on the results analysis regression linear multiple on table 12 on so obtained -0.041 For Content Food Vlogger, 0.166 For Promotion Instagram, 0.795 for Product Innovation. The multiple regression equation model is as follows:

$$Y = -0.041 + 0.166 + 0.795$$

Based on the equation above can explained as following:

1. Food Vlogger content has a regression coefficient of -0.041 and is negative, which means that the less interesting the food vlogger content, the lower the consumer's purchasing decision. This contains meaning that if coefficient regression variable other still,

2. then a 1% change in food vlogger content will decrease purchasing decisions by 0.041. A negative coefficient means that there is a negative relationship between food vlogger content and purchasing decisions.
3. Instagram promotion has a regression coefficient of 0.166 and is positive, so it can be interpreted that the better the Instagram promotion, the higher the purchasing decision. This contains meaning that if coefficient regression variable other fixed, then a 1% change in Instagram Promotion will increase the Purchase Decision by 0.166. A positive coefficient means that there is a positive relationship between Instagram promotion and purchase decision.
4. Product Innovation has a regression coefficient of 0.795 and is positive, so it can be interpreted that the better the product innovation, the higher the purchasing decision. This means that if the coefficient regression variable other still, so change innovation product by 1% will increase the purchasing decision by 0.795. The coefficient marked positive It means happen connection positive between product innovation with purchasing decisions.

Test Significance Partial (Test t)

Table 13 Results Test t

Variables	t count	t table	sig	Interpretation
KFV	-0.332	2,028	0.742	H1 Rejected
PINs	3,442	2,028	0.006	H2 Accepted
IPro	4,296	2,028	0,000	H3 Accepted

Source Data Processed (2024)
a) Based on results from test t on table 13 obtained results as following:
b) The results of the t-test, Food vlogger content obtained a calculated t of -0.332, which is smaller than the t table. own mark as big as 2,028 And mark significance as big as 0.742 Which greater than 0.05. So it can be concluded that H0 is accepted and H1 is rejected, The results explain that Food Vlogger Content does not have a positive and significant effect on Purchasing Decisions.

a. Results test t, Promotion Instagram obtained t count as big as 3,442 more big from t the table that own mark as big as 2,028 And mark significance as big as 0.006 which more smaller than 0.05. So it can be concluded that H0 is rejected and H2 is accepted. The results explain that Instagram Promotion has a positive and significant effect on Purchasing Decisions.

b. The results of the t-test, Product Innovation obtained a calculated t of 4.296, which is greater than the t table. own mark as big as 2,028 And mark significance as big as 0,000 which more smaller than 0.05. So it can be concluded that H0 is rejected and H3 is accepted. The results explain that Product Innovation has a positive and significant effect on Purchasing Decisions.

Test Significance Simultan (Test F)

Table 14 Results Test F

F count	F table	Significance	Interpretation
30,210	2.86	0,000	H4 Accepted

Source Data Processed (2024)

On table 14 results from significant F as big as 0,000 more small from α 0.05 with an Fcount value of 30.210, meaning that all independent variables have a significant effect simultaneously on the dependent variable. So it can be concluded that H0 is rejected and H4 is accepted, which means that the variables Food Vlogger Content, Instagram Promotion, Product Innovation together have an effect on Purchasing Decisions.

Coefficient Determination

Table 15 Results Test
Coefficient
Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 a	.716	.692	1,572

a. Predictors: (Constant), Innovation Product, Content Food Vlogger, Promotion

Instagram Processed Data Source (2024)

Based on results test coefficient determination on table 15 on, results Adjusted R Square obtained a value of 0.692. This shows that only 69.2% of the variation from Decision Purchase can explained by Content Food Vlogger, Instagram Promotion, and Product Innovation. While the remaining 30.8% is explained by other variables, for example price variables, completeness of information, product reviews, and location that are not included in the research model.

DISCUSSION

1. Food Vlogger Content on Purchasing Decisions

Food vlogger content about bakpia juwara satoe products has no effect on purchasing decisions (H0). Because the @solokenyang food vlogger content only reviewed bakpia juwara satoe products once during the grand opening of the solo branch, as well as the low enthusiasm of consumers through likes and comments on the bakpia juwara satoe product review posted on Instagram @solokenyang. Because @solokenyang's food vlogger content does not only specifically review bakpia juwara satoe, but other food and beverage products that are trending. So that the review of bakpia juwara satoe does not stick in consumers' minds and does not encourage consumers' interest in buying the product.

The results of this study are not in line with the results of research from (Wardani & Title, 2021) with the results of research showing that food vlogger content has an effect on purchasing decisions.

2. Instagram Promotion on Purchasing Decisions

The Instagram promotion of Bakpia Juwara Satoe Solo has a positive and significant effect on purchasing decisions. Where the Instagram promotion of Bakpia Juwara Satoe Solo can influence and encourage consumers to make decisions to buy Bakpia Juwara Satoe Solo products. The Instagram promotion carried out by Bakpia Juwara Satoe by uploading photos and videos accompanied by informative captions can attract responses from followers in the form of likes and comments. As well as promotions in the form of discounts, Umrah lottery vouchers, cash prizes, motorbike prizes, only with a minimum purchase of 20 thousand, you can get 1 draw to win the prize. Apart from that, the Bakpia Juwara Satoe Instagram account is also active in sharing information on Instagram.

The results of this research are in line with the results of research from (Setyawati, 2020) entitled the influence of Instagram promotions on consumer purchasing decisions of Bakpia Tugu Jogja. With research results, the Instagram Promotion variable has a positive and significant influence on purchasing decisions.

3. Product Innovation on Purchasing Decisions

Product innovation at Bakpia Juwara Satoe influences purchasing decisions (H3). The innovation of a product is expected to fulfill consumer desires. When a product innovation is able to fulfill consumer desires, the opportunity for consumer purchasing decisions to occur will be greater. Product innovation concerns various product flavors, attractive packaging, and providing consumers with many product choices. The product innovation presented by Bakpia is different from previous variants, this Bakpia comes in premium packaging at a very affordable price. With this product innovation, it has received quite an enthusiastic response in the market because of the authentic and distinctive taste of the bakpia. This causes product innovation in purchasing bakpia products to increase.

The results of this research are in line with the results of research (Purwanto et al., 2022) entitled The Influence of Product Innovation on Purchasing Decisions for Wardah Products Through Word of Mouth in Brebes Regency. The research results show that product innovation and word of mouth variables have a positive and significant effect on purchasing decisions.

CONCLUSION, LIMITATION, SUGGESTION

Conclusion

1. Results test t state variable Content Food Vlogger (X1) own t count - 0.332 < t table 2,028 with mark significant 0.742 so concluded that The Food Vlogger Content variable does not have a partial effect on purchasing decisions. Because the content shown by *the food vlogger* @solokenyang is only 1x on moment grand opening branch solo so that No attached in memory consumers and encourage consumers to decide to buy the product.
2. Results test t state variable Promotion Instagram (X2) own t count 3,442 < t table 2.028 with a significant value of 0.006 so it is concluded that the Promotion variable Instagram influential to decision purchase in a way partial Instagram promotions can influence consumers and encourage consumers to make decisions to buy Bakpia Juwara Satoe Solo products, because with that... existence promotion in the form of piece price, voucher raffle Umrah, present cash, present motor can interesting consumer take decision For buy the product.
3. Results test t state variable Innovation Product (X3) own t count 4,296 > t table 2.028 with a significant value of 0.000 so it is concluded that the Product Innovation variable affects purchasing decisions partially. Diverse Product Innovations affect purchasing decisions for bakpia juwara satoe products. The more product innovations from bakpia juwara satoe, the higher the consumer's desire to buy.
4. The results of the F test show that the calculated F is 30.210 > 2.86 with a significance value of 0.000. so that concluded in a way simultaneous third variable free that is content Food vloggers, Instagram promotions, and product innovation influence purchasing decisions for Bakpia Juwara Satoe products.

Limitation

1. The object of this research is limited to consumers of the Bakpia Juwara Satoe Solo shop.
2. This research uses a closed questionnaire where answers have been provided by the researcher so that respondents can only choose without providing reasons.
3. The author experienced problems in the data collection process, namely that several respondents used in this research were very slow to respond when contacted to fill out the questionnaire.

Suggestion

1. As a consumer in the process of deciding to buy a product, we are expected to pay close attention to information and must be careful when buying bakpia products, both pre-existing products and new products, when we have complete information about a product that we are going to buy. This is very important because these products are what we will consume and are related to health.

2. Good product innovation must continue to be maintained and improved, for example innovation in terms of flavor variants and packaging variations so that bakpia products can attract consumers and increase purchasing decisions.

3. For Bakpia Juwara Satoe, it is best for Bakpia Juwara Satoe to create an Instagram account for each branch, because it is hoped that the information or promotions conveyed via Instagram for each branch can be focused and clear. It is feared that Instagram is still centralized when providing information in the form of discounts or other things, which may not necessarily be the same as branch stores.

4. For food vlogger content that has reviewed Bakpia Juwara Satoe Solo at the grand opening, it is hoped that they will be able to review Bakia Juwara Satoe Solo products again. So that the Bakpia Juwara Satoe product can be remembered by consumers and attract consumers to buy the Bakpia Juwara Satoe Solo product.

5. The author hopes that for future research he can try using other food vloggers to see whether the research results are the same or different.

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