Table 1. Operational Variable

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| **Variable** | **Code** | **Items** | **Question** |  |
| Viral Content |  |  |  |  |
| The implementations of buzz marketing, which included six items related to viral content that are social currency, triggers, emotion, public, practical value, and stories (Elalawi, 2023) | **VC1** | The content posted about the product (good or service) is carefully and attractively designed to give the impression that it is trendy | The content posted on @kuliner\_salatiga is interesting and becomes a trend |  |
| **VC2** | The content posted about the product links it to what surrounds customers in their environment | Content posted by @kuliner\_salatiga triggers me to like/comment/share the post |  |
| **VC3** | The content posted about the product addresses the feelings of customers and evokes their emotions | I'm more interested in interacting with @kuliner\_Salatiga content that evokes emotion than content that is just informative |  |
| **VC4** | The content posted about the product is built in a way that encourages sharing or imitation among a large audience | I'm interested in sharing culinary content after seeing the uploads on @kuliner\_salatiga |  |
| **VC5** | The content posted about the product communicates useful information to the audience and shows them how it helps them find solutions to their problems | I know the recommended culinary in Salatiga because of the @kuliner\_salatiga content  I'm more interested in interacting with informative @kuliner\_Salatiga content. |  |
| **VC6** | The content posted about the product takes the form of a story that make the audience circulate it among them when talking about the product or presenting experiences with it. | I share @kuliner\_salatiga content which is packed with story-telling in it |  |
| Consumer Engagement |  |  |  |  |
| Whereas consumer engagement via social media can consist of a variety of forms such as likes, comments and shares (Barger et al., 2016) | **RE1** | Likes Content | I give "likes" to the content posted by Kuliner Salatiga |  |
| **RE2** | Comment on Content | I feel compelled to react or comment on @kuliner\_Salatiga content |  |
| **RE3** | Share the Content | I share content uploaded by @kuliner\_Salatiga via Direct Message on Instagram  I share content uploaded by @kuliner\_salatiga through the tagging feature in the comments column |  |
| Purchase Decision |  |  |  |  |
| The process consumers use to make a buying decision consists of five stages are recognition of needs, search for information, Evaluation of alternatives, the decision of purchase, conduct post-purchase  (Kotler & Keller, 2016) | **PD1** | Recognition of Needs | Content on @kuliner\_Salatiga can fulfill my culinary information needs |  |
| **PD2** | Consumer will search the product information more detail | I'm looking for more information about culinary of Salatiga via Instagram @kuliner\_salatiga |  |
| **PD3** | Evaluation of the alternative | I see the @kuliner\_salatiga culinary account more often than other culinary accounts |  |
| **PD4** | Buying decision after seeing the content of buzzer | I bought culinary products after seeing the review on @kuliner\_salatiga |  |
| **PD5** | Post purchase activity – give recommendation to others | I recommend the @kuliner\_salatiga account to others to buy the products I have purchased |  |