

ABSTRACT

The culinary business in Purwokerto is experiencing significant growth, supported by increasing tourist visits and internet penetration. However, consumers often face difficulties in choosing reliable dining options amid the abundance of available choices. Ratings and reviews on Google Maps have become key sources of information, but the extent of their influence on purchase decisions either directly or through digital trust remains unclear. Google Maps is one of the most frequently used applications for finding culinary destinations. Many consumers rely on ratings and reviews, yet not all culinary businesses fully utilize their strategic potential. The gap lies in the underutilization of digital reviews to build consumer trust and influence their purchasing behavior. This research adopts a quantitative approach using the Partial Least Squares method to analyze the influence of ratings and reviews on purchase decisions, with digital trust (e-trust) as a mediating variable. Data was collected through an online survey targeting Google Maps users who have searched for culinary spots in Purwokerto. The results indicate that both ratings and reviews have a positive effect on digital trust, which significantly mediates their influence on consumer purchase decisions. This study contributes by providing empirical insight into the role of digital trust as a key element in digital marketing strategies for local culinary businesses.

Keywords: rating, review, e-trust, purchase decision, culinary business, Google Maps