Assessment of street food purchase intention based on food hygiene and purchase decision analysis in Jakarta

Angelica Natasha [1]*, Danang Yudha [1], Tania Adiarini [1]

[1] *Universitas Prasetiya Mulya, Indonesia*

*Corresponding author: angelica.natasha@prasetiyamulya.ac.id

Journal of Tourism, Culinary, and Entrepreneurship

e-ISSN: 2776-0928

Publisher:
School of Tourism,
Universitas Ciputra Surabaya,
Indonesia

Keywords:
Perceived Hygiene
Customer Purchase Intention
Customer Trust
Perceived Risk
Street Food

Received: *June 25, 2026*
Revised: *October 20, 2026*
Accepted: *October 26, 2026*

ABSTRACT

Street food serves as a cultural identity and contributes to the local economy; however, it is often associated with food safety and food hygiene. This research assesses the influence of food hygiene towards purchase intention in Indonesia, specifically examining the roles of perceived risk and customer trust. Data was collected from street food customers in Jakarta and was analyzed using the Robust Regression Method. Results found that there was no direct link between food hygiene and customer's purchase intention, however there was a direct link between food hygiene and consumers' trust. On the other hand, perceived risk affects food purchase, but interestingly it does not affect consumer's trust, whereas consumer's trust influences purchase intention. These findings differ slightly from other similar studies in other countries, which often show a direct connection between hygiene and purchase intention and perceived risk with consumers' trust. This suggests that in the Indonesian context, there are other factors contributing to the result that could be further research. Nevertheless, this research offers a valuable framework for street food vendors, the government and other stakeholders in Indonesia to ensure proper steps and measures are taken to ensure the sustainability of street food business in the long term.

1. INTRODUCTION

The definition of street food, according to the Food and Agriculture Organization (FAO) is food that is prepared and sold by vendors on the street (Werkneh et al., 2023). Street food is a cultural identity in many populations worldwide and it contributes to the local economy due to its low capital investment (Ackah et al, 2011; Bellia et al, 2022). In Indonesia, approximately USD 1.3 Million in value is contributed from the sales of Street food every year, and post Covid-19 pandemic its Compound Annual Growth Rate is estimated to grow up to 13.7% in 2026 (Statista Research Department, 2026). Nevertheless, street foods are usually

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

a second-choice option (Ratasuk, 2023) as it is often associated with health risks (Ackah et al., 2011).

Indonesian street food can be found on the side of the road, at transportation hubs, office blocks, residential areas, food districts, religious sites, fresh markets and night markets (Arciniegas, 2022). These street food vendors offer various cuisines at affordable prices; however, most street food vendors lack access to education, affecting their attitude towards food hygiene (Berner et al, 2012; Verma et al, 2022). Additionally, as most street food vendors have limited access to proper equipment and sanitation, the common perception of street foods is their exposure to contaminants as they are prepared and consumed in open environments (Verma et al, 2022). Data from January to October 2023 shows that there were 4792 food poisoning cases in Indonesia (Muhamad, 2024). This data record may not picture the real number as according to the World Health Organization (WHO), data recorded in developing countries amounts only to 1% of actual cases. This implies that there might be a significant number of cases related to food poisoning in Indonesia. Previous studies have stated that food hygiene issues are linked to poor knowledge and handling practices, such as inadequate sanitation and hygiene quality. Many food products contain non-food grade additives like illegal colorants and preservative acids such as boric acid and formaldehyde. However, the most common contaminants found in food are pathogens like Salmonella and E. coli (Hariyadi & Hariyadi, 2006). These findings indicate that many food safety problems in Indonesia result from improper food handling practices, highlighting serious concerns about cleanliness and hygiene (Hariyadi & Hariyadi, 2006).

Kotler's purchase decision making process explains the relationship between food hygiene, consumer's trust and perceived risk towards purchase intention in the context of street food purchase (Marcelo et al., 2024). Purchase intention is the consumers' willingness to buy certain products or services from a business (Cheng et al., 2023). Based on Kotler's purchase decision making process, consumers pass through a series of stages prior to making a purchase, beginning when consumers recognize certain needs and problems required to be solved or fulfilled, known as the problem recognition stage (Marcelo et al., 2024). Consumers will then search for information based on a wide range of available resources, known as the information search stage (Wang et al., 2021). Based on the information search, consumers will then evaluate information known as the alternative's evaluation stage. Purchase intention is then developed prior to making a purchase decision, known as the purchase decision stage (Thejaya & Antonio, 2025). If consumers' needs or problems are fulfilled, consumers will then consider re-purchase, known as the post-purchase stage (Ratasuk, 2023). Throughout all these stages, the social exchange theory implies that consumers analyze costs and benefits prior to purchase (Ratasuk, 2023). In this case, consumers tend to ensure perceived risks are minimized prior to making a purchase (Azrol et al, 2023). Kotler's model and the social

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

exchange theory helps to explain that the higher the perceived risk during the purchase decision making process, the lower the willingness to buy (Gupta et al, 2018).

Perceived risk is defined as the possibility of negative consequences exposed to consumers after purchasing and consuming street food products. Among these risks are socio-psychological risk, hygienic risk, physical or health risk, financial risk, environmental risk. (Choi et al, 2013). Amongst all these determinants, it is highlighted that health risk is considered a major influence to determine purchase decisions in street food especially after Covid-19 Pandemic due to an increase in awareness of food hygiene issues post Covid-19 (Jung et al., 2022; Cheng et al., 2023; Ratasuk, 2023). Additionally, other studies have confirmed that food hygiene portrays perceived risk of food consumption (Morano et al, 2018), contributing to individuals' belief of the risk intensity towards their health (Basera et al, 2022). Based on previous study in Africa, consumers were most concerned with hygiene risk and health risks such as sanitation, contamination, food preparation, pesticide residue, cholesterol content and nutritional imbalances prior to purchase of street food (Fenteng et al, 2023). In Korea, hygiene risk was the main determinant affecting consumers' perceived risk, highlighting concerns about utensils, hand washing practices, storage condition, quality of ingredients and water supply to be harmful to health (Choi et al, 2013).

On the other hand, perceived food hygiene is the practices and conditions of vendors in preparing food to ensure consumption safety. Food safety practices are determined by the attitudes and knowledge of the operator (Adristi et al., 2025). In an enclosed restaurant, these conditions are usually invisible to the customers, thus assessment range differs and is usually based on other conditions such as staff appearance, cleanliness of utensils and other visible evidence. However, in the case of street food, assessment includes visible conditions such as low cleanliness standards, less access to clean water, inadequate food storage and improper waste disposal. (Kanwal, 2022). Interestingly, previous studies in Asia confirmed that street food handlers have sufficient knowledge on food hygiene (Cempaka et al, 2019). Results have shown that knowledge of food hygiene is not limited to the vendors' educational background and socio-demographic background, except for age and marital status (Cempaka et al, 2019). Nevertheless, those who have attended additional training regarding food hygiene have better tendencies to apply food hygiene practices (Trisdayanti et al., 2026). Unfortunately, studies confirmed that knowledge on food hygiene practices is not fully applied in their behavior. (Cempaka et al, 2019, Hossen et al, 2021). Conditions such as limited water source, discomfort of weather and food cost factor prevents vendors from adhering to food hygiene practices (Cempaka et al, 2019, Hossen et al, 2021).

Last, consumers' trust refers to consumers' positive attitudes towards the product purchased, usually developed over time through consumers' satisfaction towards products and services offered (Ratasuk & Gajesanand, 2023). Previous studies on street food stated

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

that consumers' trust refers to the reliability of street food vendors to deliver food in accordance with the consumers' expectations (Ratasuk, 2023). Factors determined for consumers' trust are food quality, employee service, physical environment, price and rapidity of service (Seo and Lee, 2021). Based on Kotler's purchase decision model, consumers' trust is usually built during post purchase behavior, in which consumers evaluate their previous transactions retrospectively (Marcelo et al., 2024). This evaluation is a crucial aspect to establish consumers' loyalty, as it has direct influence towards consumers' trust, leading to repurchase intention (Moriuchi & Takahashi, 2016, Kurniadi & Rana, 2023, Seo and Lee, 2021). Studies in Thailand reported that price, quality and hygiene are the main contributors on likelihood of repurchase intention especially post Covid-19 (Teangsompong et al, 2023).

The consumption of Indonesian street food continues to grow, functioning as a source of contribution to the local economy, source of income for the unemployed and options for affordable meals for students, employees and families. However, the health risk it imposes frequently creates a switching preference amongst Indonesian consumers to purchase these products. As previous studies conducted were mainly in Singapore, Malaysia, Thailand and Korea, this study will provide a better understanding based on the Indonesian consumers. Despite being in the Southeast Asian nation, Indonesia's geographical location and history allows diversification of culture and ethnics, wider wealth distribution gap and current demography may contribute to the different evaluation criteria of street food vendors. Thus, different results from previous studies might be expected. Results based on these studies are useful to street food vendors, non-government organizations and policy makers to understand the different criteria affecting purchase food and take necessary actions to align these factors as to sustain the business.

2. METHODOLOGY

The current research evaluates four dimensions such as perceived food hygiene, perceived risk, consumers' trust and purchase intention. Perceived hygiene is measured through visible food handling practices and the vendor's current physical condition. Perceived risk is assessed via health risk and hygiene risk. Consumers' trust focuses on food safety and service quality, while purchase intention is determined by the consumers' intention to buy and repurchase to buy. Thus, below are the proposed framework for this research.

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

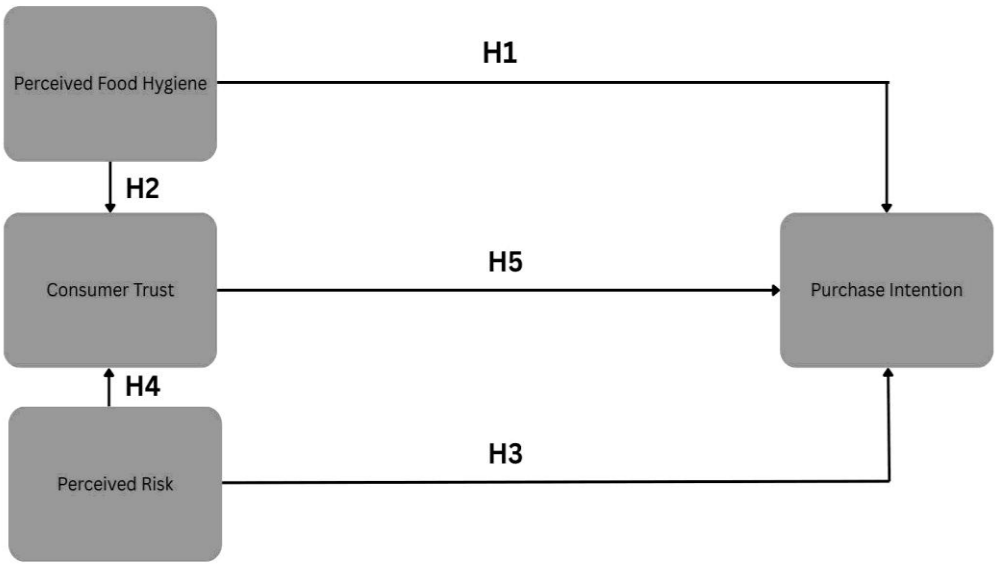


Figure 1. Research Framework

Thus, the proposed hypotheses to be tested will further examine the correlation based on these components as follows:

H_1: Perceived food hygiene positively influences purchase intention

H_2: Perceived food hygiene positively influences consumers' trust

H_3: Perceived risk positively influences purchase intention

H_4: Perceived risk positively influences consumers' trust

H_5: Consumers' trust directly influences purchase intention

The method used for this research is through online quantitative surveys with self-administered questionnaires for data collection. The research population is customers who have purchased street food in Indonesia, particularly in Jakarta and the surrounding area. The study sample ensures that the customers can decide independently to participate in the study through their age. All participation was voluntary.

A total of 233 questionnaires were distributed, yielding 227 valid responses, which represents a response rate of 97.42%. Demographic characteristics of the respondents are summarized in Table 1. The sample was predominantly female (50.22%) and a significant portion of participants were over 50 years old (23.35%). Furthermore, 26.87% of the respondents reported monthly earnings between Rp 5 million to Rp 10 million, with the majority (60.35%) holding undergraduate degrees.

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Table 1. Sample Characteristics

	Characteristics	Descriptive Statistics
Gender	Male	113 (49.77%)
	Female	114 (50.22%)
Education	High School	25 (11.01%)
	Associate degree	21 (9.25%)
	Undergraduate Degree	137 (60.35%)
	Master's degree	44 (19.38%)
Age	< 20 years old	19 (8.37%)
	20 years old – 25 years old	28 (12.33%)
	26 years old – 30 years old	26 (11.45%)
	31 years old – 35 years old	45 (19.82%)
	36 years old – 40 years old	29 (12.77%)
	41 years old – 49 years old	27 (11.89%)
	>50 years old	53 (23.35%)
Income	Less than Rp 5,000,000	46 (20.26%)
	Rp 5,000,000 – Rp 10,000,000	61 (26.87%)
	Rp 10,000,001 – Rp 15,000,000	33 (14.54%)
	Rp 15,000,001 – Rp 20,000,000	24 (10.57%)
	Rp 20,000,001 - Rp 25,000,000	9 (3.96%)
	Rp 25,000,001 – Rp 30,000,000	17 (7.49%)
	More than Rp 30,000,000	37 (16.30%)

The questionnaire is divided into 5 sections including demographic questions and behavioral questions to measure variables such as perceived hygiene, perceived risk, customer trust and purchase intention. The questionnaire was designed based on previous research which was valid and reliable using five points Likert scale from 1 to 5 (1 for strongly disagree and 5 for strongly agree) and is completed with clear instructions and objectives of research. Data collection is anonymous and is translated to Indonesian language to reduce the possibility of error and bias, and analysis was conducted through regression analysis to test the proposed hypotheses. Regression analysis was selected because this method helps to examine the relationship between the variables while controlling potential confounding factors. Questionnaires were distributed to test relevant variables portrayed in Table 2.

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Table 2. Questionnaire

Variables	Questionnaire	Dimensions
Perceived Food Hygiene	**Adapted from Yu et al. (2021)**	
	Sample items involve questions which describe the environment in which street food was bought	
	The street food vendor cleans surfaces of the work areas	Food Handling Practices
	The street food vendor cleans the work equipment	Food Handling Practices
	The street food vendor wears clean clothes	Individual Condition
	The street food vendor often washes their hands	Food Handling Practices
	The street food vendor wear masks	Individual Condition
	The street food vendor covers their mouths and noses when coughing or sneezing	Food Handling Practices
Perceived Risk	**Adapted from Ratasuk (2023) and Jung et al. (2022)**	
	Sample questions lead the respondents to explore their affective sides	
	Consuming food from this street food vendor increases my anxiety	Socio-Psychological
	Consuming food from this street food vendor increases the risk of foodborne disease	Socio-Psychological
	The street food vendor is reliable	Socio-Psychological
	The street food vendor food hygiene practices increase my anxiety related to foodborne illness	Health Risk
	The street food vendor food hygiene practices increase the risk of foodborne illness	Health Risk
Consumers Trust	**Adapted from Li et al. (2020)**	
	Sample questions explore buyer's trust towards the street vendor	
	I feel that the street food vendor is trustworthy	Food Safety
	I believe that the street food vendor is concerned about my well being	Food Safety
	I have confidence in the street food vendor product	Service Quality
	I feel that the street food vendor is able to provide good products and services	Service Quality
Purchase Intention	**Adapted from Ghali-Zinoubi and Toukabri (2019) and Curvelo et al. (2019)**	
	Sample questions measures purchase intention	
	I will purchase from street food vendors	Purchase Intention
	I will recommend products sold by street food vendors to my relatives	Repurchase Intention
	I will repurchase products sold by street food vendors that I have visited	Repurchase Intention
	There is a high possibility for me to purchase products sold by street food vendors	Purchase Intention

Prior to hypothesis testing, the reliability of the research instrument was assessed using Cronbach's Alpha. Cronbach Alpha is used to test the internal consistency and reliability of the survey scale. The alpha coefficient confirms if the questionnaire items are consistent and reliable to measure the intended construct prior to analysis. The calculated Cronbach's Alpha was at 0.787, which means that the question in the survey has a good and acceptable consistency within the construct. Additionally, convergent validity was also performed to assess the validity of the instruments. Convergent validity ensures that the individual item within the scale measures the same construct as it helps to identify mismatched items.

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Convergent validity is considered acceptable if the correlation coefficients fall within the range of 0.3 to 0.7

Based on Table 3, the provided data indicates the validity of the instruments for all the constructs under hygiene.

Table 3. Convergent Validity Test for Hygiene

Variables	Hygiene 1	Hygiene 2	Hygiene 3	Hygiene 4	Hygiene 5	Hygiene 6	Hygiene 7	Hygiene 8
Hygiene 1	1	.703**	.673**	.675**	.587**	.491**	.601**	.625**
Hygiene 2	.703**	1	.666**	.674**	.593**	.514**	.581**	.652**
Hygiene 3	.673**	.666**	1	.760**	.715**	.543**	.667**	.656**
Hygiene 4	.675**	.674**	.760**	1	.808**	.663**	.795**	.781**
Hygiene 5	.587**	.593**	.715**	.808**	1	.646**	.811**	.739**
Hygiene 6	.491**	.514**	.543**	.663**	.646**	1	.678**	.558**
Hygiene 7	.601**	.581**	.667**	.795**	.811**	.678**	1	.755**
Hygiene 8	.625**	.652**	.656**	.781**	.739**	.558**	.755**	1

On the other hand, convergent validity test for risk stated in Table 4 confirms a different result. There are two separate dimensions within the risk, which are Risk 1, Risk 2 and Risk 3 which falls under the socio-psychological risk and risk 4 and risk 5 which fall under the health risk.

Table 4. Convergent Validity Test for Risk

Variables	Risk 1	Risk 2	Risk 3	Risk 4	Risk 5
Risk 1	1	.634**	.460**	.268**	.224**
Risk 2	.634**	1	.596**	.364**	.353**
Risk 3	.460**	.596**	1	.517**	.377**
Risk 4	.268**	.364**	.517**	1	.719**
Risk 5	.224**	.353**	.377**	.719**	1

On the other hand, based on the data provided on Table 5, the convergent validity under the dimension of trust shows that every question correlates significantly with the others ranging from 0.421 to 0.690. Since all scores are above 0.3 cut off, these questions work together effectively to measure Trust.

Table 5. Convergent Validity test for Trust

Variables	Trust 1	Trust 2	Trust 3	Trust 4
Trust 1	1	.662**	.659**	.582**
Trust 2	.662**	1	.690**	.421**
Trust 3	.659**	.690**	1	.545**
Trust 4	.582**	.421**	.545**	1

Lastly, data provided in Table 6 shows strong convergent validity for the purchase variable as the individual items share a very high significant correlation with each other.

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Table 6. Convergent Validity test for Purchase

Variables	Purchase 1	Purchase 2	Purchase 3	Purchase 4
Purchase 1	1	.716**	.670**	.710**
Purchase 2	.716**	1	.675**	.722**
Purchase 3	.670**	.675**	1	.637**
Purchase 4	.710**	.722**	.637**	1

Additionally, normality was assessed through skewness and kurtosis test, alongside with Kolmogorov-Smirnov and Shapiro-Wilk tests. While the ideal normal distribution of skewness and kurtosis values close to zero, the data exhibited slight deviations particularly within the Hygiene and Risk constructs. Furthermore, both the Kolmogorov-Smirnov and Shapiro-Wilk tests yielded p-values less than 0.05 for all variables, which leads to the conclusion that the data is not normally distributed. The non-normal distribution within hygiene and risk constructs may be caused by the participant biases regarding food safety and cleanliness. Nevertheless, based on regression analysis is still deemed appropriate as the sample size is large enough to cancel the errors.

Table 7. Skewness and Kurtosis Test

Variables	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Hygiene 1	3.77	0.996	0.992	-0.313	0.162	-0.520	0.322
Hygiene 2	3.88	1.004	1.008	-0.474	0.162	-0.658	0.322
Hygiene 3	3.78	0.972	0.945	-0.265	0.162	-0.827	0.322
Hygiene 4	3.19	1.321	1.744	0.166	0.162	-1.294	0.322
Hygiene 5	2.97	1.436	2.061	0.219	0.162	-1.334	0.322
Hygiene 6	2.93	1.502	2.255	0.200	0.162	-1.390	0.322
Hygiene 7	2.70	1.425	2.032	0.431	0.162	-1.109	0.322
Hygiene 8	3.45	1.334	1.780	-0.176	0.162	-1.295	0.322
Risk 1	3.75	1.019	1.038	-0.365	0.162	-0.359	0.322
Risk 2	3.53	1.027	1.056	-0.016	0.162	-0.836	0.322
Risk 3	3.47	1.206	1.454	-0.166	0.162	-1.106	0.322
Risk 4	2.85	1.028	1.057	0.255	0.162	-0.174	0.322
Risk 5	2.79	1.071	1.147	0.334	0.162	-0.340	0.322
Trust 1	3.12	0.887	0.787	0.072	0.162	0.253	0.322
Trust 2	2.58	1.088	1.183	0.300	0.162	-0.301	0.322
Trust 3	2.93	0.959	0.920	0.072	0.162	0.260	0.322
Trust 4	3.48	0.874	0.764	-0.033	0.162	0.070	0.322
Purchase 1	3.69	0.806	0.650	-0.190	0.162	0.113	0.322
Purchase 2	3.52	0.984	0.967	-0.420	0.162	-0.034	0.322
Purchase 3	3.83	0.842	0.709	-0.428	0.162	0.131	0.322
Purchase 4	3.46	1.090	1.188	-0.400	0.162	-0.346	0.322

Note: N = 277

Table 8. Kolmogorov-Smirnov and Shapiro-Wilk

Variables	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hygiene 1	0.212	227	0.000	0.863	227	0.000
Hygiene 2	0.207	227	0.000	0.860	227	0.000
Hygiene 3	0.191	227	0.000	0.873	227	0.000
Hygiene 4	0.203	227	0.000	0.865	227	0.000
Hygiene 5	0.218	227	0.000	0.865	227	0.000
Hygiene 6	0.194	227	0.000	0.857	227	0.000
Hygiene 7	0.214	227	0.000		227	0.000
Hygiene 8	0.216	227	0.000	0.861	227	0.000

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Variables	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Risk 1	0.214	227	0.000	0.860	227	0.000
Risk 2	0.230	227	0.000	0.885	227	0.000
Risk 3	0.167	227	0.000	0.886	227	0.000
Risk 4	0.226	227	0.000	0.900	227	0.000
Risk 5	0.203	227	0.000	0.903	227	0.000
Trust 1	0.271	227	0.000	0.877	227	0.000
Trust 2	0.202	227	0.000	0.893	227	0.000
Trust 3	0.265	227	0.000	0.875	227	0.000
Trust 4	0.261	227	0.000	0.866	227	0.000
Purchase 1	0.237	227	0.000	0.857	227	0.000
Purchase 2	0.214	227	0.000	0.891	227	0.000
Purchase 3	0.250	227	0.000	0.861	227	0.000
Purchase 4	0.191	227	0.000	0.899	227	0.000

Lastly, multicollinearity was assessed to ensure the accuracy of the regression analysis by examining the Variance Inflation Factor (VIF) values. While some guidelines suggest that VIF values should ideally not exceed 3.3, values up to 5 are generally considered acceptable. As presented in Table 9, all VIF values for the independent variables are within the range of 1.127 to 1.208, indicating that multicollinearity is within acceptable limits. Additionally, collinearity tolerance which is close to 0 indicates high level of multicollinearity, however the collinearity tolerance in this study is within the range of 0.828 to 0.887, indicating low level multicollinearity.

Table 9. Variance Inflation Factor

Model		Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.097	0.294		3.735	0.000		
	Q99 - Perceived hygiene	0.238	0.043	0.315	5.595	0.000	0.863	1.159
	Q100 - perceived risk	-0.114	0.055	-0.115	-2.070	0.040	0.887	1.127
	Q 122 - Purchase intention	0.417	0.056	0.428	7.434	0.000	0.828	1.208

Regression data analysis requires data to be normally distributed, however as normality test implies that the data is not normally distributed, a robust regression model is used for this research to analyze the hypothesis. Robust regression models adjust calculation of data errors to be more reliable, thus leading to more trustworthy p-values and confidence intervals with the regression model (Hampel, 1992).

3. RESULTS AND DISCUSSION

A total of 233 questionnaires were distributed, yielding 227 valid responses, which represents a response rate of 97.42%. Demographic characteristics of the respondents are summarized in Table 2. The sample was slightly predominantly female (50.22%) and a

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

significant portion of participants were over 50 years old (23.35%), followed by 31 to 35 years old (19.82%) and 36 to 40 years old (12.77%). Socio-economic background analysis revealed that respondents mostly came from middle to lower income strata, yielding 61.67% of the samples, reporting an income between Rp 5 million a month to Rp 15 million a month. Survey results indicate that most of the respondents frequently purchase street food, yielding 34.2% of the population to purchase as frequently 3-5 times a month and 25.9% of the population to purchase as frequently as more than 10 times a month. Most of the respondents purchase street food near their house or working area and hold at least an undergraduate degree, which concludes that the respondents are educated to understand food safety practices.

Table 10. Result for Purchase Intention

Parameter	B	Robust Std. Error[a]	t	Sig.	Confidence Interval	
Intercept	2.474	0.285	8.690	0.000	1.913	3.035
Q99 - Perceived hygiene	0.096	0.058	1.668	0.097	-0.017	0.210
Q100 - Perceived risk	-0.186	0.067	-2.784	0.006	-0.318	-0.054
Q111 - Customer trust	0.476	0.083	5.754	0.000	0.313	0.639

Table 11. Result for Consumer Trust

Parameter	B	Robust Std. Error[a]	t	Sig.	Confidence Interval	
Intercept	1.097	0.391	2.807	0.005	0.327	1.867
Q99 - Perceived hygiene	0.238	0.049	4.831	0.000	0.141	0.335
Q100 - Perceived risk	-0.114	0.071	-1.615	0.108	-0.253	0.025
Q111 - Customer trust	0.417	0.069	6.023	0.000	0.281	0.553

The robust regression model shows that perceived food hygiene does not significantly influence purchase intention, demonstrating a p-value of 0.097 ($P > 0.05$). Thus, hypothesis 1 is not supported in the case of Indonesian street food. The robust regression model shows that perceived food hygiene positively influences consumers' trust, demonstrating a p-value of 0.000 ($p < 0.05$). Thus, hypothesis 2 is supported in the case of Indonesian street food. The robust regression model shows that perceived food hygiene directly influences purchase intention, demonstrating a p-value of 0.006 ($p < 0.05$). Thus, hypothesis 3 is supported in the case of Indonesian street food. The robust regression model shows that perceived risk does not influence consumers' trust, holding a p value of 0.108 ($p > 0.05$). This means that in the case of Indonesian street food, the hypothesis is not supported. The robust regression model shows that consumers' trust has direct influence on purchase intention, holding a p-value of 0.000 ($P < 0.05$). Thus, hypothesis 5 is supported in the case of Indonesian street food.

Discussion

Street food frequently imposes health risks due to its exposure to preparation and consumption in an open environment (Mohammed & Shehasen, 2020). This study assesses

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

the role of food hygiene on consumers' intention to purchase street food in Indonesia. The analysis examines factors influencing purchase decisions, including perceived food hygiene, perceived risk, and consumer trust. Perceived hygiene in the case of street food is visible through the vendors' food handling practices and individual condition, while food handling practices involve practices of cleaning surfaces, equipment and washing of hands. On the other hand, individual conditions are usually observed through the vendors' grooming. Previous studies have confirmed that street food's food hygiene practices will affect consumers' decision making in purchasing the product (Ratasuk, 2023). However, this study conducted in Indonesia presents a contrasting result, as it confirms that food hygiene does not necessarily affect consumers' decision making in purchasing street food products (hypothesis 1). This implies that although consumers observe a subpar preparation method, the decision to purchase remains unchanged. This behavior may be driven by other factors such as affordability, wide range of selections, cultural habits and culinary innovation (Tiwari et al., 2026). Nevertheless, despite the lack of correlation between food hygiene and consumer purchase intention, recommendations to provide hygienic environment and food safety practices for local vendors remain urgent as health risks are involved for consumers. This intervention is crucial as finding in this study confirms that perceived food hygiene increases consumer trust (hypothesis 2). This implies that when vendors practice food safety, it fosters consumers' confidence in purchasing the product from the vendor.

In the context of perceived risk, consumers evaluate perceived risks based on concerns about foodborne illnesses linked to food hygiene practices and the vendor's reliability in minimizing risks such as health risk and socio-psychological risk. In this case, consumers observe the efforts the vendors put into their food safety practices such as basic grooming, equipment sanitizing and usage of food handling utilities while also evaluating the hygiene location of the street food vendor, safety of ingredients and vendors' friendliness and helpfulness (Oktavio et al., 2021; Yusof & Ramli, 2025). However, current studies show that most of the street food vendors do not practice food safety due to the lack of education and socio-economic background. Although increased perceived risk affects the purchase intention immediately (hypothesis 3), perceived risk does not affect consumer's trust (hypothesis 4). This means that if the consumers perceive food to be harmful to their health and causes anxiety, the consumers will not buy the product immediately. The current research contributed that higher perceived risk means there will be no purchase intention at all, but consumer trust remains the same. However, the fact that trust is not affected may be due to virality of the products, friendly relationship with the vendors or sensory cues which allow the consumers to purchase immediately. Nevertheless, based on the location in which the samples buy the street food trust may not be affected.

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

On the other hand, perceived hygiene may not necessarily influence purchase intention, consumers' trust has direct influence towards the variable (hypothesis 5). The current study found a relevant influence between perceived hygiene and consumers' trust, which will affect the consumers' purchase decision. The higher the level of trust, the more likely the consumers would purchase the street food product. In the case of perceived hygiene, this means that an individual's conditions and food safety practices build the vendor's credibility and determines the likelihood for the consumers to purchase the street food product from the vendor. This is in line with previous study in Singapore, which highlights the tendency for consumers to favour stalls which are labeled as A grade in hygiene and food safety (Henderson et al., 2011). Additionally, another study in Thailand affirms that trust borne by the consumers would lead to repurchase of the product (Ratasuk, 2023). Lastly, the study also supports the purchase decision-making theory, suggesting that consumers weigh both perceived benefits and risks before making a choice. This highlights the need for street food vendors to enhance their competitive edge by improving food hygiene, which could positively influence customer purchase intentions.

4. CONCLUSION

Street food is often perceived as exposing consumers to risks, such as foodborne illnesses, which can lead to decreased sales and difficulty in sustaining the business. Based on the findings, it is crucial for street food vendors to implement strategies to enhance consumer trust as it increases likelihood of purchase of the street food product. Currently, vendors' lack of education and socio-economic background affirms the lack of knowledge in food safety preparation. Thus, it is necessary for these vendors to receive a non formal education or certification regarding food safety as it serves as a long term strategic asset for the vendors to be implemented in their daily production activities. These food safety practices include the wearing of hand gloves or utensils while taking food, the washing of hands, and cleaning of utensils. Furthermore, grouping food vendors in designated areas, such as a hawker center, would provide access to better sanitation facilities and promote cleaner, safer environments for both vendors and consumers. Adding certification grading for the vendors in their stalls could be a necessary step to increase consumers' trust to purchase from the vendor.

The findings in this study is limited to correlating perceived risk, perceived hygiene and consumers' trust into purchase intention. However, it is necessary to conduct an additional qualitative research to give further insight especially on the contrasting hypotheses. Additionally, as this research is done in the Jakarta area, it may not have given an overview of the result within the whole Indonesian population. Studies could be conducted in other areas with different geography, demographic background, sub-cultures in big cities such as

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Surabaya, Bandung or Semarang which offer street food in the samples' size to provide a better result and overview of the studies

5. REFERENCES

Ackah, M., Anim, A., Gyamfi, E. T., & Osei, J. (2011). Economic profile, knowledge of hygiene and food safety practices among street food vendors in some parts of Accra-Ghana. *Internet Journal of Food Safety, 13*, 191–197.

Arciniegas, L. (2022). The foodscape of the urban poor in Jakarta: Street food affordances, sharing networks, and individual trajectories. *Urban Research & Practice, 15*(2), 272–287. https://doi.org/10.1080/17549175.2021.1924837

Adristi, F. F., Suniati, F. R. T., & Sulistyo, J. (2025). Physical properties and food safety of edible bioplastic films prepared from nata de tomato blend. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, *5*(2), 393–407. https://doi.org/10.37715/jtce.v5i2.5665

Azrol, M. A. F. M., Zairi, M. A. M., Azeman, A. S., Latip, M. S. A., & Sulong, S. N. (2023). Determinant attributes in the purchase decision of street food: A case study in Cheras Kuala Lumpur. *International Journal of Business and Technology Management, 5*(2), 118–128.

Basera, V., Chakaipa, A., Chatiza, K., Muchongwe, N., Chibhoyi, D., & Chisiri, B. (2022). The toll of COVID-19 on restaurant business and the future in Zimbabwe: Case of Manicaland province. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, *2*(2), 144–173. https://doi.org/10.37715/jtce.v2i2.2666

Bellia, C., Bacarella, S., & Ingrassia, M. (2022). Interactions between street food and food safety topics in the scientific literature: A bibliometric analysis with science mapping. *Foods, 11*(6), Article 789. https://doi.org/10.3390/foods11060789

Berner, E., Gomez, G. M., & Knorringa, P. (2012). Helping a large number of people become a little less poor: The logic of survival entrepreneurs. *The European Journal of Development Research, 24*(3), 382–396. https://doi.org/10.1057/ejdr.2011.61

Cempaka, L., Rizki, A. A., & Asiah, N. (2019). Knowledge, attitudes and practices regarding food hygiene and sanitation of food street handlers in the public elementary school at Greater Jakarta, Indonesia. *Asia Pacific Journal of Sustainable Agriculture, Food and Energy, 7*(2), 1–8. https://doi.org/10.36782/apjsafe.v7i2.1944

Cheng, S.-J., Jia, H.-X., Philip Pong Weng , W., & Wang, L. (2023). Factors influencing consumers' purchase intention on organic foods via a Theory of Planned Behaviour approach. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, *3*(1), 98–116. https://doi.org/10.37715/jtce.v3i1.3681

Choi, J., Ok, C., & Lee, A. (2013). The effects of consumers' perceived risk and benefit on attitude and behavioral intention: A study of street food. *Journal of Foodservice Business Research, 16*(3), 223–237. https://doi.org/10.1080/15378020.2013.810058

Curvelo, I. C. G., Watanabe, E. A. M., & Alfinito, S. (2019). Purchase intention of organic food under the influence of attributes, consumer trust and perceived value. *Revista de Gestão, 26*(3), 198–211. https://doi.org/10.1108/REGE-01-2018-0010

Fenteng, R. A., Atakpa, S. A., & Donkor-Boateng, N. A. (2023). Perception and concerns of consumers on food safety and factors influencing purchase of vended foods. *Open Access Library Journal, 10*(5), 1–17. https://doi.org/10.4236/oalib.1110091

Ghali-Zinoubi, Z., & Toukabri, M. (2019). The antecedents of the consumer purchase intention: Sensitivity to price and involvement in organic product: Moderating role of product regional identity. *Trends in Food Science & Technology, 90*, 175–179. https://doi.org/10.1016/j.tifs.2019.02.028

Gupta, V., Khanna, K., & Gupta, R. K. (2018). A study on the street food dimensions and its effects on consumer attitude and behavioural intentions. *Tourism Review, 73*(3), 374–388. https://doi.org/10.1108/TR-03-2017-0044

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Hampel, F. R. (1992). Introduction to Huber (1964) “Robust estimation of a location parameter.” In S. Kotz & N. L. Johnson (Eds.), *Breakthroughs in statistics* (pp. 481–491). Springer. https://doi.org/10.1007/978-1-4612-0919-5_34

Hariyadi, P., & Hariyadi, R. D. (2006). *The needs of communicating food safety in Indonesia*.

Henderson, J. C., Yun, O. S., Poon, P., & Biwei, X. (2011). Hawker centres as tourist attractions: The case of Singapore. *International Journal of Hospitality Management, 30*(4), 849–855. https://doi.org/10.1016/j.ijhm.2011.01.002

Hossen, M. T., Ferdaus, M. J., Hasan, M. M., Lina, N. N., Das, A. K., Barman, S. K., Paul, D. K., & Roy, R. K. (2021). Food safety knowledge, attitudes and practices of street food vendors in Jashore region, Bangladesh. *Food Science and Technology, 41*(Suppl. 1), 226–239. https://doi.org/10.1590/fst.13320

Jung, A., Lee, G., & Jeong, E. (2022). COVID-19 impact on hygiene practices for food safety in South Korea. *Food Control, 133*, Article 108620. https://doi.org/10.1016/j.foodcont.2021.108620

Kanwal, M. (2022). Assessment of hygienic conditions of street food vendors and identification of hazardous points involved during street food vending. *DIET FACTOR (Journal of Nutritional & Food Sciences), 3*(2), 7–11. https://doi.org/10.54393/df.v3i02.56

Kurniadi, H., & Rana, J. A. S. (2023). The power of trust: How does consumer trust impact satisfaction and loyalty in Indonesian digital business? *Innovative Marketing, 19*(2), 227–238. https://doi.org/10.21511/im.19(2).2023.19

Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management, 44*, 184–192. https://doi.org/10.1016/j.jhtm.2020.06.015

Marcelo, J. S., Maliwat, M. C., & Salacata, I. D. S. (2024). Kotler’s decision-making model as a predictor of the consumer buying behavior of young professionals in the Philippines. *International Journal of Marketing and Digital Creative, 2*(1), 59–70. https://doi.org/10.31098/ijmadic.v2i1.2257

Mohammed, A. S., & Shehasen, M. Z. (2020). Street food consumption and associated health risk. *International Journal of Research Studies in Agricultural Sciences, 6*(7), 8–18. https://doi.org/10.20431/2454-6224.0607002

Morano, R. S., Barrichello, A., Jacomossi, R. R., & D’Acosta-Rivera, J. R. (2018). Street food: Factors influencing perception of product quality. *RAUSP Management Journal, 53*(4), 535–554. https://doi.org/10.1108/RAUSP-06-2018-0032

Moriuchi, E., & Takahashi, I. (2016). Satisfaction, trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal, 24*(2), 146–156. https://doi.org/10.1016/j.ausmj.2016.02.006

Muhamad, N. (2024, July 22). *Food crime cases in Indonesia: Mostly unlicensed*. Databoks. https://databoks.katadata.co.id/en/demographics/statistics/669f1a81a2a17/food-crime-cases-in-indonesia-mostly-unlicensed

Oktavio, A., Kartika, E. W., Tarigan, Z. J. H., Kaihatu, T. S. (2021). Covid-19 pandemic and the adversity of hotel industry: relationship between service guarantees on service quality perception and consumer perceived risk. *Journal of Contemporary Issues in Business and Government, 27*(2), 2021 https://10.47750/cibg.2021.27.02.539.

Ratasuk, A. (2023). Impact of food hygiene on purchase intentions and its mechanism in Bangkok street food under the influence of COVID-19. *Medical Research Archives, 11*(8). https://doi.org/10.18103/mra.v11i8.4263

Ratasuk, A., & Gajesanand, S. (2023). Does food safety build customer trust? The mediating role of perceived risk in food delivery service in Bangkok during the COVID-19 pandemic. *Asia Social Issues, 16*(2), Article e253719. https://doi.org/10.48048/asi.2023.253719

Seo, K., & Lee, J. (2021). Understanding risk perception toward food safety in street food: The relationships among service quality, values, and repurchase intention. *International Journal of Environmental Research and Public Health, 18*(13), Article 6826. https://doi.org/10.3390/ijerph18136826

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.

Statista Research Department. (2026, August 5). *Foodservice industry in Indonesia*. Statista. https://www.statista.com/topics/11041/foodservice-industry-in-indonesia/

Teangsompong, T., Yamapewan, P., & Sawangproh, W. (2024). Consumer trust in Thai street food vendors: Implications for the post-pandemic era. *International Journal of Sociology and Social Policy, 44*(13/14), 16–48. https://doi.org/10.1108/IJSSP-09-2023-0220

Thejaya, G., & Antonio, T. (2025). The role of consumer satisfaction in mediating product quality and online service quality on repeat product purchase decisions. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, *5*(1), 189–199. https://doi.org/10.37715/jtce.v5i1.5597

Trisdayanti, N. P. E., Atmaja, I. M. P. D., & Hendrayana, M. (2026). Evaluation of the implementation of the HACCP system in the kitchen of Conrad Bali: A case study of food safety management in the hospitality industry. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, *6*(1), 80–92. https://doi.org/10.37715/jtce.v6i1.6361

Verma, R., Patel, M., Shikha, D., & Mishra, S. (2022). Assessment of food safety aspects and socioeconomic status among street food vendors in Lucknow city. *Journal of Agriculture and Food Research, 10*, Article 100469. https://doi.org/10.1016/j.jafr.2022.100469

Wang, L., Wang, Z.-X., Wong, P. P. W., & Zhang, Q. (2021). Consumer motivations, attitude and behavioral intention toward green hotel selection. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, *1*(2), 79–104. https://doi.org/10.37715/jtce.v1i2.2081

Werkneh, A. A., Tewelde, M. A., Gebrehiwet, T. A., Islam, M. A., & Belew, M. T. (2023). Food safety knowledge, attitude and practices of street food vendors and associated factors in Mekelle city, Northern Ethiopia. *Heliyon, 9*(4), Article e15126. https://doi.org/10.1016/j.heliyon.2023.e15126

Yu, J., Seo, J., & Hyun, S. S. (2021). Perceived hygiene attributes in the hotel industry: Customer retention amid the COVID-19 crisis. *International Journal of Hospitality Management, 93*, Article 102768. https://doi.org/10.1016/j.ijhm.2020.102768

Yusof, N. S., & Ramli, K. I. (2025). Evaluating local street food service quality: Insights from visitors to Penang. *International Journal of Academic Research in Business and Social Sciences, 15*(1). https://doi.org/10.6007/IJARBSS/v15-i1/24520

© This is an open access article distributed under the Creative Commons Attribution - Non-Commercial - Share Alike 4.0 International License.