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**The Influence Of Realism In AI-Generated Food Images On Gen Zâ€™s Perceived Value And Perceived
Trust Towards Purchase Intention: A Study On Grabfood**
Brantandari Alina As-Shafhah, Handini Audita S.E, M.Sc
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Abstract

As AI-generative tools become more accessible, AI-generated food images are widely used by merchants on online food delivery platforms, such as GrabFood. This study investigates how consumers evaluate the visual realism of AI-generated food images by analyzing the role of Realism in influencing Perceived Value and Perceived Trust and, subsequently, Purchase Intention. The relationships are examined within the Stimulus-Organism-Response (S-O-R) model. The study collects data from 158 Generation Z Indonesian consumers via an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4. These results indicate that Realism has a positive and statistically significant influence on Perceived Value and Perceived Trust, with Realism having a stronger effect on Perceived Value; both mediators also positively and significantly affect Purchase Intention. Therefore, suggesting that consumers' perception of the quality of food depicted in AI-generated images has a more direct influence on purchase intention than a merchant's perceived credibility.

Keywords: AI-generated food images, realism, perceived value, perceived trust, purchase intention, Generation Z, GrabFood

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Abstrak

Dengan semakin mudahnya akses terhadap alat-alat generative berbasis AI, gambar makanan yang dihasilkan oleh AI semakin banyak digunakan oleh merchant pada platform pengirim makanan daring, seperti GrabFood. Penelitian ini mengkhaji bagaimana konsumen mengevaluasi realisme visual dari gambar makanan yang dihasilkan oleh AI dengan menganalisis peran Realisme dalam memengaruhi Persepsi Nilai dan Persepsi Kepercayaan, serta selanjutnya Niat Beli. Hubungan antarvariabel tersebut dianalisis menggunakan model Stimulus-Organism-Response (S-O-R). Penelitian ini mengumpulkan data dari 158 konsumen Generasi Z di Indonesia melalui kuesioner daring, yang kemudian dianalisis menggunakan Partial least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa Realisme memiliki pengaruh positif dan signifikan secara statistik terhadap Persepsi Nilai dan Persepsi Kepercayaan, dengan pengaruh Realisme yang lebih kuat terhadap Persepsi Nilai; kedua variabel mediator tersebut juga berpengaruh positif dan signifikan terhadap Niat Beli. Dengan demikian, temuan ini menunjukkan bahwa persepsi konsumen terhadap kualitas makanan yang ditampilkan dalam gambar yang dihasilkan oleh AI memiliki pengaruh yang lebih langsung terhadap niat beli dibandingkan persepsi konsumen terhadap kredibilitas merchant.

Keywords: AI-generated food images, realism, perceived value, perceived trust, purchase intention, Generation Z, GrabFood