UNIVERSITAS GADJAH MADA
**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/

References

Ahmed, S. K. (2024). How to choose a sampling technique and determine sample size for research: A simplified guide for researchers. *Oral Oncology Reports*, *12*, 100662. https://doi.org/10.1016/j.oor.2024.100662

Arvaj, L. B., Šubic, T., & Ahtik, J. (2025). Analysis of relevance and appeal of visual presentation of meat products generated using artificial intelligence. *Applied Sciences*, *15*(15), 8328. https://doi.org/10.3390/app15158328

Belanche, D., Ibáñez-Sánchez, S., Jordán, P., & Matas, S. (2025). Customer reactions to generative AI vs. Real images in high-involvement and hedonic services. *International Journal of Information Management*, *85*, 102954. https://doi.org/10.1016/j.ijinfomgt.2025.102954

Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research*, *115*, 403–416. https://doi.org/10.1016/j.jbusres.2019.11.031

Bonsón Ponte, E., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, *47*, 286–302. https://doi.org/10.1016/j.tourman.2014.10.009

Burhan, Y., Fahmi Ahmad. (2021, June 5). *Gojek dan grab bidik pasar gen z untuk layanan pesan-antar makanan—Startup katadata. Co. Id*.

UNIVERSITAS
GADJAH MADA
**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/

https://katadata.co.id/digital/startup/60ba232043207/gojek-dan-grab-bidik-pasar-gen-z-untuk-layanan-pesan-antar-makanan

Cai, R., & Chi, C. G.-Q. (2020). A recipe for food promotion: Effects of color brightness on food evaluations and behavioral intentions. *International Journal of Contemporary Hospitality Management*, *32*(12), 3925–3947. https://doi.org/10.1108/IJCHM-05-2020-0492

Califano, G., & Spence, C. (2024). Assessing the visual appeal of real/AI-generated food images. *Food Quality and Preference*, *116*, 105149. https://doi.org/10.1016/j.foodqual.2024.105149

Califano, G., Zhang, T., & Spence, C. (2024). Would you trust an AI chef? Examining what people think when AI becomes creative with food. *International Journal of Gastronomy and Food Science*, *37*, 100973. https://doi.org/10.1016/j.ijgfs.2024.100973

Campbell, C., Plangger, K., Sands, S., & Kietzmann, J. (2022). Preparing for an era of deepfakes and ai-generated ads: A framework for understanding responses to manipulated advertising. *Journal of Advertising*, *51*(1), 22–38. https://doi.org/10.1080/00913367.2021.1909515

Chen, H., Liu, S., Wang, Y., Dong, N., Kim, W. G., & Li, J. (Justin). (2026). Tainted by technology? The effect of AI-generated image labels on consumers' food purchase intentions. *British Food Journal*, *128*(6), 2214–2230. https://doi.org/10.1108/BFJ-08-2025-1101

UNIVERSITAS
GADJAH MADA
**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/

Diel, A., Lalgi, T., Teufel, M., Bäuerle, A., & MacDorman, K. (2025). Eerie edibles: Realism and food neophobia predict an uncanny valley in AI-generated food images. *Appetite*, *208*, 107926. https://doi.org/10.1016/j.appet.2025.107926

Duong, H. L., & Vo, T. K. O. (2025). How do young users perceive and respond to AI-generated short-form videos? An exploration of Generation Z's perceptions, emotional responses, and trust in AI-created video on social media platforms. *International Journal of Human-Computer Studies*, *206*, 103660. https://doi.org/10.1016/j.ijhcs.2025.103660

Gefen, D. (2000). E-commerce: The role of familiarity and trust. *Omega*, *28*(6), 725–737. https://doi.org/10.1016/S0305-0483(00)00021-9

Grigsby, J. L., Michelsen, M., & Zamudio, C. (2025). Service ads in the era of generative AI: Disclosures, trust, and intangibility. *Journal of Retailing and Consumer Services*, *84*, 104231. https://doi.org/10.1016/j.jretconser.2025.104231

Guinalíu, M., Belanche, D., & Casaló, L. V. (2026). The influence of AI-generated versus real food images on perceived value and negative WOM. *British Food Journal*, 1–24. https://doi.org/10.1108/BFJ-05-2025-0657

Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (Pls-sem) in second language and education research: Guidelines using an

UNIVERSITAS
GADJAH MADA
**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/

applied example. *Research Methods in Applied Linguistics*, *1*(3), 100027. https://doi.org/10.1016/j.rmal.2022.100027

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (Pls-sem) (Third edition). SAGE.

Hartmann, J., Exner, Y., & Domdey, S. (2025). The power of generative marketing: Can generative AI create superhuman visual marketing content? *International Journal of Research in Marketing*, *42*(1), 13–31. https://doi.org/10.1016/j.ijresmar.2024.09.002

Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (Consumer) behavior. *Journal of Consumer Psychology*, *12*(1), 51–57. https://doi.org/10.1207/S15327663JCP1201_05

Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert scale: Explored and explained. *British Journal of Applied Science & Technology*, *7*(4), 396–403. https://doi.org/10.9734/BJAST/2015/14975

Kamalul Ariffin, S., Mohan, T., & Goh, Y.-N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, *12*(3), 309–327. https://doi.org/10.1108/JRIM-11-2017-0100

UNIVERSITAS
GADJAH MADA
**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/

Kapoor, A. P., & Vij, M. (2018). Technology at the dinner table: Ordering food online through mobile apps. *Journal of Retailing and Consumer Services*, *43*, 342–351. https://doi.org/10.1016/j.jretconser.2018.04.001

Kshetri, N., Dwivedi, Y. K., Davenport, T. H., & Panteli, N. (2024). Generative artificial intelligence in marketing: Applications, opportunities, challenges, and research agenda. *International Journal of Information Management*, *75*, 102716. https://doi.org/10.1016/j.ijinfomgt.2023.102716

Ladhari, R., & Michaud, M. (2015). Ewom effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management*, *46*, 36–45. https://doi.org/10.1016/j.ijhm.2015.01.010

Langan, R., Besharat, A., & Varki, S. (2017). The effect of review valence and variance on product evaluations: An examination of intrinsic and extrinsic cues. *International Journal of Research in Marketing*, *34*(2), 414–429. https://doi.org/10.1016/j.ijresmar.2016.10.004

Li, S., & Liu, P. (2022). Will “moving” food tastes better? Effect of dynamic food image in print advertising on food taste perception. *Journal of Sensory Studies*, *37*(1), e12719. https://doi.org/10.1111/joss.12719

Lima, N. S. D. M., Mainardes, E. W., & Azzari, V. (2025). The role of visual design in food apps: Exploring its impact on perceived quality, trust, value and purchase intention. *Journal of Agribusiness in Developing and Emerging Economies*, 1–18. https://doi.org/10.1108/JADEE-08-2024-0276

UNIVERSITAS
GADJAH MADA
**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/

Ling, S., Zheng, C., & Cho, D. (2023). How brand knowledge affects purchase intentions in fresh food e-commerce platforms: The serial mediation effect of perceived value and brand trust. *Behavioral Sciences*, *13*(8), 672. https://doi.org/10.3390/bs13080672

Luo, J., Zhang, K., & Du, J. (2025). Exploring the impact mechanism of aigc-driven social media marketing content on consumer decision-making behavior: A two-stage hybrid approach. *IEEE Access*, *13*, 147615–147632. https://doi.org/10.1109/ACCESS.2025.3600564

Marshall, G. (2005). The purpose, design and administration of a questionnaire for data collection. *Radiography*, *11*(2), 131–136. https://doi.org/10.1016/j.radi.2004.09.002

Mehrabian, A., & Russell, J. A. (1974). The basic emotional impact of environments. *Perceptual and Motor Skills*, *38*(1), 283–301. https://doi.org/10.2466/pms.1974.38.1.283

Muhamad, N. (2026). *Jumlah Penduduk di Indonesia Berdasarkan Generasi (22 Juni 2026)*. databoks.katadata.co.id. https://databoks.katadata.co.id/demografi/statistik/6a41fde5d5663/gen-z-mendominasi-jumlah-penduduk-indonesia-pertengahan-2026

Mustafa, S., Hao, T., Qiao, Y., Kifayat Shah, S., & Sun, R. (2022). How a successful implementation and sustainable growth of e-commerce can be achieved in developing countries; a pathway towards green economy.

UNIVERSITAS
GADJAH MADA
**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/

Frontiers in Environmental Science, *10*, 940659. https://doi.org/10.3389/fenvs.2022.940659

Picazo, P., Moreno-Gil, S., DiPietro, R. B., & Ma, F. (2025). From plate to picture: The role of gastronomic offerings in tourism marketing. *Journal of Destination Marketing & Management*, *38*, 101025. https://doi.org/10.1016/j.jdmm.2025.101025

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (Seventh edition). John Wiley & Sons.

Shah, A. M., Yan, X., Shah, S. A. A., & Ali, M. (2020). Customers' perceived value and dining choice through mobile apps in Indonesia. *Asia Pacific Journal of Marketing and Logistics*, *33*(1), 1–28. https://doi.org/10.1108/APJML-03-2019-0167

Sharma, M. (2024). *How we use GenAI to create better GrabFood menu descriptions*. Grab. https://www.grab.com/sg/inside-grab/stories/how-we-use-genai-to-help-grabfood-menu-items-stand-out/

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, *77*(2), 203–220. https://doi.org/10.1016/S0022-4359(01)00041-0

Thuannadee, S., & Praneetpholkrang, P. (2026). Effects of service quality, perceived value, customer satisfaction on behavioral intentions in platform-

UNIVERSITAS
GADJAH MADA
**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/

based online food delivery services. *British Food Journal*, *128*(5), 1874–1892. https://doi.org/10.1108/BFJ-05-2025-0611

tiarbah [@tiarbah]. (2026, July 19). *batas AI di foto makanan menurutku sederhana aja: boleh mengedit foto, jangan mengedit produknya. ngedit background, lighting, benerin piring yang…* [I think the AI boundaries for food photos are pretty simple: you can edit the photo, but don't edit the…] [Image attached] [Post]. X. https://x.com/tiarbah/status/2078843134071677170

Tsaiyi, W., Tliche, Y., El Nemr, N., El Nemr, D., & Radhoui, H. (2025). A study of the effect of ai-generated image recommendation services on purchasing intentions for online shopping: *Journal of Electronic Commerce in Organizations*, *23*(1), 1–30. https://doi.org/10.4018/JECO.373765

Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, *9*(11), e21617. https://doi.org/10.1016/j.heliyon.2023.e21617

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, *52*(3), 2–22. https://doi.org/10.1177/002224298805200302

Zhang, K. Z. K., Zhao, S. J., Cheung, C. M. K., & Lee, M. K. O. (2014). Examining the influence of online reviews on consumers' decision-making:

UNIVERSITAS
GADJAH MADA
**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/

A heuristic–systematic model. *Decision Support Systems*, *67*, 78–89. https://doi.org/10.1016/j.dss.2014.08.005

Zhang, L., & Hur, C. (2025). The impact of generative ai images on consumer attitudes in advertising. *Administrative Sciences*, *15*(10), 395. https://doi.org/10.3390/admsci15100395

Zhang, Z., Li, C., Sun, W., Liu, X., Min, X., & Zhai, G. (2023). A perceptual quality assessment exploration for aigc images. *2023 IEEE International Conference on Multimedia and Expo Workshops (ICMEW)*, 440–445. https://doi.org/10.1109/ICMEW59549.2023.00082

Zhou, T., & Lu, H. (2025). The effect of trust on user adoption of AI-generated content. *The Electronic Library*, *43*(1), 61–76. https://doi.org/10.1108/EL-08-2024-0244