

## **Abstract**

This study looks at how consumers' purchase intentions towards street food vendors, or tenda kaki lima, in Greater Jakarta are affected by social media food content produced by influencers. The study attempts to evaluate the function of perceived value as a mediating factor by using a quantitative research strategy and SPLS-SEM for data analysis. It is anticipated that the results would give marketers, street food vendors, and social media influencers insightful information that will help them create more successful marketing campaigns and improve consumer interaction in Indonesia's vibrant food industry.

Keywords: Social Media, Street Food Vendors, Perceived Value, Purchase Intentions, Influencers