The effect of eWOM and e-service quality on purchase intention at Arctic.house restaurant

Maharani Juliette Limwirya1*, Kelly Kelly1, and Indra Kusumawardhana1

1Hotel Management Department, Faculty of Digital Communication and Hotel & Tourism, Bina Nusantara University, Jakarta, Indonesia 11480

Abstract. This study aims to determine the effect of eWOM and e-service quality on purchase intentions at Arctic House restaurant. Quantitative data is formulated through the SPSS application. This study uses more than two variables, so this study uses multiple correlation analysis using the partial hypothesis test T, F test, and determination test. The population in this study are people who meet the same criteria in the study. This study took a sample of 97 people. This study found that eWOM and e-service quality have a positive effect on purchase intention at Arctic.House Restaurant. This implies that higher service quality and positive reviews from previous customers increase the likelihood that consumers will buy a restaurant's products or services. The results of hypothesis testing show that the independent variables together have an influence of 88.9% on Purchase Intention at Arctic.House Restaurant, this shows that there is a significant influence of the independent variables on the dependent variable.

1 Introduction

Along with the development of technology and information, tourism industry cannot be separated from its connection with the internet. As such, customer view all aspects of reviews, from e-commerce to food and beverage via the internet. In this sense, the rapid development of social media has forced business actors to use social media application to compare to traditional marketing such as billboards, radio and TV advertisements [1]. Moreover, people critically examine the food item that they order for advantages or disadvantages in terms of presentation, taste, packaging, and the delivery process to customers. So that there is a working atmosphere that is smooth, dynamic, and conducive to minimize the occurrence of errors in preparing and meeting customer needs.

Marketing management is the process of developing, conducting, and tracking an organization’s marketing strategy [2]. This involves the marketing strategy, techniques, and methods used to generate and fulfill demand from target consumers to increase profitability. Types of marketing are product, place, price, and promotion or can be called 4P [3]. This study focusses on promotion types of marketing strategy since benefiting to increases the speed of product and service acceptance as well as promote the sales of goods and services in imperfect market conditions [2]. In short, an effective promotion strategy provides effective sales. Promotion is practically stated as a communication system or collection of tactics, forms, and shapes that communicate information about products, services, and general customers on the action of businesses and larger environment [4].

Advertising, promotion, advancement (promotion), sales, personal selling, and promotional activities publicity such as public relations are type of promotion [4]. The first step in creation of promotion is to identify target groups that focus on advertising. Therefore, this study will emphasis on advertising and public relation that connected with Electronic Word of Mouth (eWOM). eWOM is a positive or negative statement made by potential customers, actual customers, and former customers about a product or company via the internet [5]. eWOM can communicate about new items, recommends new uses for the product, informs about changing products costs, and describes how the product works. eWOM purposively serve to convince an economic propaganda (advertisement) to face competition. Remembering propaganda is engaged in the maturation stage of items, which customers continue to ponder about [5]. A corporation must establish a positive image and handle rumours or other discouraging news in order to build strong connections with diverse groups of people and accomplish targeted exposure [6].

In the context of a restaurant, eWOM can play a significant role in shaping its reputation and influencing consumer behaviour. Positive reviews and comments can attract new customers and generate more business, while negative reviews can have the opposite effect. Therefore, it’s crucial for restaurant owners and managers to monitor and manage their online reputation [7]. Some strategies for leveraging eWOM to benefit a restaurant include encouraging satisfied customers to leave reviews on popular review websites such as Instagram, Google Reviews, Yummy advisor and applicable application. By actively engaging with
eWOM, restaurants can build a positive reputation, increase customer loyalty, and ultimately drive more business.

For example, eWOM at the Arctic House restaurant that collected through Google Reviews, Yummy advisor, pergikuliner.com display as below.

Table 1 eWOM for ARTIC.House

<table>
<thead>
<tr>
<th>eWOM</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
</table>
| Google review https://g.co/kg/s | 1. Good Food  
2. Varians Menu  
3. The place is strategic | 1. Lack Of Quality control of food  
2. The food is expensive |
| Yummy advisor Arctic House Restoran Kafe terdekat di Jakarta Jakarta (yummyadvisor.id) | 1. Good design interior  
2. Good food  
3. Good beverage | 1. The outdoor is too hot  
2. The food quality |
| Pergikuliner.com Arctic House, Puri Lengkap: -Menu terbaru, jam buka, & no telepon, alamat dengan peta (pergikuliner.com) | 1. Aesthetic place and food  
2. Good food  
3. Good ambience | 1. The quality sometimes offered badly  
2. The services not too good |

Source: Adapted from Google review, yummy advisor, and pergikuliner.com

The table 1 explains that Restaurant Arctic House has received both positive and negative reviews on Google Reviews. From the existing positive comments, customers more often express their opinions about the food, setting and service. Consumers are more likely to complain about high food prices and narrow parking spaces through negative comments.

On the other hands, eWOM and e-service quality are two important concepts in the realm of e-commerce. E-service quality is a service that has been provided on social media or internet networks to be used as an extension because it can provide the ability to facilitate consumer activities in shopping, making purchases, and also distribution effectively and efficiently [8]. A service known as e-quality of service, is one that is offered on a network of websites as an enhancement of the site's capacity to facilitate activities such as shopping, purchasing, and distribution effectively and efficiently [9].

This research discusses the topic of eWOM and e-service quality as they in line with the recent conversation about marketing management that evolves from traditional to digital transformation. Therefore, it is crucial to embrace transformative challenges in combination with economic returns, resulting in a new sustainable service era for restaurant business [10], particularly that affect to purchase and re-purchase intention in the restaurant.

Artic house Restaurant is newly brand and uses the modern marketing as promotion strategy in their marketing management [11]. Additionally, the researchers have the opportunity to observe their promotion activity when completing the supervised field training on. The researcher is already doing an observe for a year, from August 2021 to July 2022.

A lack of understanding and focus on fundamentals of marketing management could have a negative impact on restaurant business in the long run. Additionally, the problem of marketing strategy in a restaurant still overlooked [12–14]. Particularly the discussion on eWOM and e-service quality to influence customer decisions towards purchase intention at Arctic House Restaurant.

Therefore, this study builds two hypotheses to develop the scientific discussion. The first one is H1 eWOM has a positive and significant effect on purchase intention at Arctic House restaurant. And the second one H2 e-service quality has a positive and significant effect on purchase intention at Arctic House restaurant. The illustration of research framework display as below.

2 LITERATURE REVIEW

2.1 eWOM (Electronic Word of Mouth)

Since eWOM is an exchange of information communication between old customers and new customers, by using technological developments such as online discussion forums, reviews, websites, and social media networking sites that provide information exchange facilities among customers. communicator. Promotions strategy using eWOM can disseminate information briefly, quickly, and the information can spread more widely than using conventional promotions [15]. In the traditional way, word of mouth communication was done face to face with people you know, but now word of mouth can be done in seconds with a very wide scope, what we share can be read with other people [16]. This paradigm shift in word of mouth through social media is called electronic word of mouth. This information is given to the recipient again without asking or searching but digitalization as a form of very rapid technological development with the main goal of providing convenience and efficiency from various aspects, energy efficiency, procedural costs.

Previous study provides the dimension that used in quantifying the influence of Electronic Word of Mouth (eWOM):
1. Intensity, the number of opinions or judgments published by consumers on a social media is
referred to as the intensity of electronic word of mouth (eWOM). The effect of the intensity of reading other consumer reviews on the internet on restaurant business.

2. Valence of Opinion, Valence of Opinion refers to how consumers feel toward products, services, and brands, both positive and negative. The difference between expectations and perceived performance or achievements is referred to as customer satisfaction. Opinion valence is classified into two types: negative and positive.

3. Information, the amount of data on social media about products and services is known as content. To ensure client pleasure, the company's products must be of high quality. This is because satisfaction is also affected by the quality of products and services. A business owner has to create an effective communication program aimed at customers to transmit existing knowledge and aims to produce purchases that lead to restaurant business profits in order to promote a product [17].

But this study adopted the eWOM indicator based on the 3 pointers, namely:

- Sharing Information, Information sharing is a way for consumers to share information about a business's products or services with other consumers. Examples of social media that consumers use are Line, WhatsApp, and Instagram.
- Trust, Trust is a level of trust that consumers believe in information that consumers get from other consumers through social media.
- Information attraction, the attractiveness of the information is how interesting the information is and is in accordance with the evaluation of recipients of information from the internet and social media and is measured according to consumer ratings [18].

2.2 E-Service Quality

E-service quality is a service that has been provided on social media or internet networks to be used as an extension because it can provide the ability to facilitate consumer activities in shopping, making purchases, and also distribution effectively and efficiently [19].

Moreover, e-service quality is an important tool for a company where a consumer's needs will be automatically channeled via the internet or social media and in the consumption life cycle [20]. Thus, according to Blut, e-service quality is a transaction from start to finish and also includes information search, privacy policy, website navigation, ordering process, customer service interaction, delivery, return policy, and also a consumer's satisfaction with the product that the customer buys. Consumption or order. That is, traditional service quality has a drawback where there are salesmen who have to directly provide a service to consumers [21]. Additionally, e service has several indicators that applied to this study, namely:

- Efficiency, Efficiency is a function on a site or social media that can provide correct information, and this can help consumers choose a product that consumers want and need. It moves efficiently and can also be easier.
- Privacy/security, Privacy is useful for maintaining the security of consumer data that consumers use to process transactions.
- Fulfillment/reliability, Fulfillment is a service that is useful for dealing with a problem when a problem occurs with the company and also dealing with all complaints submitted by consumers in a friendly and kind manner.
- Site Aesthetic, Site aesthetic is a dimension that is tangible or can be said to be visible to the naked eye because site aesthetic is useful for showing a feature available on the website, and a reflection of the image of a company.
- Responsiveness, Responsiveness is to measure a timeliness and a good and appropriate response when answering a question related to a product or service.
- Ease of use, Ease of use is an interface from a website that is comfortable and also websites or social media can be used comfortably [21].

2.3 Purchase Intention

Purchase intention can be regarded as a consumer decision regarding preferences for brands in the choice set [22]. Furthermore, intention is an intention that the dimensions of consumer's desire to make a repeat purchase. There are several other meanings, namely:

- Intention can be spelled out as a trap or is an intermediary between motivational factors that can influence consumer behaviours.
- Intention can be defined by how far consumers have the willingness to try and make transactions.
- Intention also shows a measurement of consumer will.
- Intention can relate to persistent behaviours [23].

An intention is a factor of motivation that can influence a person's behaviours to do something [23]. Thus, purchase intention is the beginning of the consumer's desire to get service in the future, and this can also be regarded as customer shopping behaviours. And if the customer is happy and satisfied with a product, it will be called shopping intention [24].

Therefore, it is necessary to identify the purchase intention of consumers that said purchase intention as a cognitive plan or can be called a consumer desire for a particular item or brand. And this purchase intention can be measured by asking about the probability of buying the advertised product [25]. At last, this study follows Kotler and Armstrong who stated that customer purchase intention has 6 indicators, namely:

- Awareness, which is consumer awareness of a product or service.
- Knowledge, which is a consumer's knowledge of a product or service.
- Interest, namely the interest of a consumer in buying or using goods and services.
- Preference or preferences.
• Persuasion, which is consumer confidence in an item or service.
• Purchase, namely the purchase or consumer transaction on a good or service [26].

2.4 Hypothesis

Hypotheses as assumptions or propositions which state the expected relationship between variables. It serves as a guide for research and provides a basis for making predictions and drawing conclusions.

The first hypothesis examines the relationship between eWOM and purchase intention. Previous studies have consistently found a positive effect of eWOM on purchase intention. Positive reviews and recommendations shared through online platforms are expected to improve customer perceptions of restaurants and increase their intention to make purchases [30].

The second hypothesis focuses on the effect of e-service quality on purchase intention. Research has established a strong relationship between service quality and purchase intention. It was hypothesized that a higher level of e-service quality, including factors such as responsiveness, reliability, and ease of use, would have a positive impact on customer intentions to purchase at Artic.house restaurants [31].

3 Research Method

This study used quantitative research techniques. To arrive at a conclusion, the authors use quantitative research methods based on concrete data. Research data can be in the form of numbers which will eventually be measured using statistics as a calculation test tool the application of the tool called SPSS with 21 version.

Data collection techniques are very important because they will always be involved in research. There are various methods of collecting data for research, including primary data and secondary data.

Primary data is a source of information that is given directly to data collectors. This study will collect data independently, originating from initial data sources or research project locations [27]. The data will be collected by using google from that will be spread from 23 March 2023 until 5 April 2023. Arctic house in the West Jakarta area will be the location of this research. The meaning of the object of research is an attribute or other characteristics have been defined by the researcher so that they can be studied and will eventually be studied. come to a conclusion [28].

Operational variables in this study are eWOM (Electronic Word of Mouth) Variables, e-service quality Variables, and purchase intention Variables [19].

Populations are topics and objects whose size and other characteristics have been defined by the researcher so that they can be examined and from which conclusions can be drawn. There are two types of populations, namely limited populations and unlimited populations [29].

The population size will be the follower of Artic. house Instagram the total of the follower is 3578. With the total margin of error is 10 percent. The formula is as follow.

\[ n = \frac{N}{1 + N(e)^2} \]

n = sample size
N = population size
e = margin of error

Result:

\[ n = \frac{3578}{1+3578(0.1)^2} = 97.281310495 \]
\[ n = \frac{3578}{1+3578} = 35.78 \]
\[ n = \frac{3578}{36.78} \]
\[ n = 97.281310495 \]

The sample is a representation of the size or characteristics of the population [28]. So the total of the sample is 97 sample need. The sample is suitable for use because it is representative of the target population to be studied and conformity with the research objectives. The sample includes respondents who visited Artic.house restaurant from various age groups and consumer backgrounds, which will help in generalizing the research findings to a wider population. This allows researchers to gain a more comprehensive understanding of the effect of eWOM and e-service quality on purchase intentions at Artic.house restaurant.

4 Result

The research instrument is a tool that can be used to measure natural or social phenomena to be observed by researchers. The tests used are validity test, reliability test, classical assumption test, normalization test, descriptive test, multicollinearity test, heteroscedasticity test, autocorrelation test, hypothesis test, partial test, simultaneous test, coefficient of determination.

4.1 Profile Respondents

4.1.1 Age

Based on the data provided, there are several findings that can be concluded. First, the 13–27-year-old category had the highest number of respondents or visitors, namely 77 people, or around 50% of the total respondents in that population. This shows that the relatively young population constitutes the majority of visitors or respondents in this context. Furthermore, the 28–46-year age category had 71 respondents or visitors, which accounted for around 46.10% of the total respondents. This category also has a significant
number, although slightly lower than the 13–27-year age category. However, there are quite striking differences in the number of respondents or visitors in the older age category. The 47–58-year age category only had 6 respondents or visitors, which only covered 3.90% of the total respondents. Meanwhile, there were no respondents or visitors who were in the age range of 59-77 years, with a percentage of 0%. This data provides an overview of the age composition of visitors or respondents in the population. It can be concluded that the majority of visitors or respondents are in the young age category (13-27 years) and middle age (28-46 years), while the number of older respondents or visitors is very limited.

4.1.2 Gender

Based on the data provided, there are two identified genders, namely male and female. There were 62 respondents or visitors who were male, which accounted for around 40% of the total respondents in the population. In addition, there were 92 respondents or visitors who were women, which covered around 59.70% of the total respondents. This data provides an overview of the gender composition of visitors or respondents in the population. It can be concluded that the population of respondents or visitors is dominated by women, with a higher percentage than men. This information can be useful in understanding the preferences or needs that may differ between men and women in the context of experiences at Arctic House.

4.1.3 Type Of Work Respondents

Based on the data provided, there are several types of work identified. There were 52 respondents or visitors who were students, which accounted for around 33.8% of the total respondents in the population. In addition, there were 19 respondents or visitors who were housewives, which covered around 12.3% of the total respondents. Furthermore, there were 53 respondents or visitors who were private employees, which covered around 34.4% of the total respondents. In addition, there were 27 respondents or visitors who were entrepreneurs, which covered around 17.5% of the total respondents. In addition, there were 3 other respondents or visitors who did not fall into the previously mentioned job categories. This number accounts for about 1.9% of the total respondents.

4.2 Validity Test

Based on the results of product moment validity testing, it is known that each item for the relationship with total has a sig.(2-tailed) value of 0.000 <0.05 and the Pearson correlation is positive. So, it can be concluded that the question. Questionnaire used are valid, meaning that they can be used as an accurate data collection tool in research conducted on "The Effect Of
eWOM and e-service Quality on Purchase Intention at Arctic.house Restaurant".

4.3 Reability Test

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Hasil</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-wom</td>
<td>0.984</td>
<td>Reliabel</td>
</tr>
<tr>
<td>E-service quality</td>
<td>0.989</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>0.926</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>

Based on the results of this study, the variable E-wom (Electronic Word of Mouth) has a reliability measurement result of 0.984. This figure shows that the measurement for the E-wom variable is reliable or reliable in the context of this study. Furthermore, the E-service quality variable (Electronic Service Quality) has a reliability measurement result of 0.989. This high value indicates that the measurement for the E-service quality variable is also reliable or reliable in this study. The Purchase Intention variable has a reliability measurement result of 0.926. Although slightly lower than the previous variable, this figure still shows that the measurement for the Purchase Intention variable is reliable in this study. Thus, all the variables in this study have high reliability measurement results, indicating that the measurements made on these variables can be considered consistent and reliable.

4.4 Descriptive Test

<table>
<thead>
<tr>
<th>Variabel</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Ewom</td>
<td>167</td>
<td>0</td>
<td>65</td>
<td>50.87</td>
<td>15.051</td>
</tr>
<tr>
<td>Total Eservice quality</td>
<td>167</td>
<td>0</td>
<td>90</td>
<td>72.19</td>
<td>21.263</td>
</tr>
<tr>
<td>Total Purchase intention</td>
<td>167</td>
<td>0</td>
<td>10</td>
<td>8.07</td>
<td>2.468</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>167</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on the results of the descriptive test it can be seen that N or the number of respondents is 167 with the valid level of the respondent's answers being 164, the minimum value in the answer score is 0 and the maximum value of each respondent's answer is 5, in the descriptive test the average answer is equal to 4.00, then with an average number equal to 600, and also a standard deviation of 1,000 and above.

4.5 Classic Assumption Test

4.5.1 Normality Test

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Parameters</td>
<td>0.0000000</td>
<td>0.32604300</td>
</tr>
<tr>
<td>Most Extreme</td>
<td>Absolute</td>
<td>.232</td>
</tr>
<tr>
<td>Differences</td>
<td>Positive</td>
<td>.152</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
<td>-2.32</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
<td>2.583</td>
<td></td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.982</td>
<td></td>
</tr>
</tbody>
</table>

Based on these results, it can be concluded that the tested data follows a normal distribution. This is indicated by the asymp value. Sig. (2-tailed) which is greater than 0.05, which indicates that there is not enough evidence to reject the hypothesis that the data comes from a normal distribution.

4.5.2 Multicollinearity Test

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficient</th>
<th>Standardized Coefficient</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearit y Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td>.114</td>
<td>.127</td>
<td>.897</td>
<td>.371</td>
<td>.028</td>
</tr>
<tr>
<td>Total Ewom</td>
<td>-.009</td>
<td>-.014</td>
<td>-.298</td>
<td>-.662</td>
<td>.509</td>
</tr>
<tr>
<td>Total Eservice</td>
<td>.013</td>
<td>.010</td>
<td>.568</td>
<td>1.261</td>
<td>.209</td>
</tr>
</tbody>
</table>

Based on these data, it can be concluded that there is a relationship between the independent variables and the dependent variable. However, the results of the multicollinearity test showed no indication of multicollinearity between the two independent variables, indicated by the VIF value which was <10.00 the threshold value.

4.5.3 Heteroscedasticity Test

<table>
<thead>
<tr>
<th></th>
<th>Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>165</td>
</tr>
</tbody>
</table>

Based on the test results, it was found that there was no heteroscedasticity that occurred in the question items, due to the diversity of univariate data distribution.
4.6 Hypothesis Test

4.6.1 Partial Test (T Test)

Table 7. Output Partial Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>922.013</td>
<td>2</td>
<td>461.007</td>
<td>848.309</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>89.124</td>
<td>164</td>
<td>.543</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1011.138</td>
<td>166</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The partial T test also involves an analysis of the residuals from the model. The sum of squares for the model remnants is 89.124 with a df of 164. The mean square for the remnants is calculated by dividing the sum of squares by the df, which in this case is 0.543. A very low significance value indicates strong evidence. A very low significance value indicates strong evidence that the independent variable has a significant effect on the dependent variable in this model.

4.6.2 Simultaneous test (Test F)

Table 8. Output Simultaneous Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>248.090</td>
<td>32</td>
<td>7.753</td>
<td>36.699</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>27.885</td>
<td>132</td>
<td>.211</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>275.976</td>
<td>164</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on the test results, it was concluded that all independent variables or independent variables have a significant influence on the dependent or dependent variable. This can be seen from the calculated F value, which is equal to 36.669 > 3.05 F table.

4.7 Coefficient of determination (r²)

Table 9. Output Coefficient of Determination

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.948</td>
<td>.899</td>
<td>.874</td>
<td>.460</td>
</tr>
</tbody>
</table>

Based on the results of the coefficient of determination test, the Adjusted R Square value is 0.899, this indicates that all independent variables simultaneously have an effect of 88.9% on Purchase Intention at Arctic.House Restaurant. This means that the independent variables in the study have a large influence on the dependent variable.

5 Conclusion

Based on the results of hypothesis testing, it can be interpreted that the independent variable has a significant influence on the dependent variable in this model. This is shown by a very low significance value, showing strong evidence that the independent variable has a significant effect on the dependent variable. All independent variables in this model have a significant influence on the dependent variable. This can be seen from the calculated F value which is greater than the F table value (36.669 > 3.05). Therefore, the independent variables simultaneously have an effect of 88.9% on Purchase Interest at Arctic.House Restaurant.

In addition, the results of the coefficient of determination test show that the Adjusted R Square value is 0.899. This indicates that the independent variables together have an influence of 88.9% on the dependent variable. This conclusion indicates that the independent variable has a large influence on the dependent variable. Thus, it can be interpreted that all the independent variables in this study have a significant influence on Purchase Interest at Arctic.House Restaurant.

In this case it can be said that the study the effect of eWOM and e-service quality on purchase intention at Arctic.House restaurant has a significant and simultaneous effect according to the tests carried out:

- Based on the finding that the independent variable has a significant effect on Purchase Intention, it is suggested to improve the overall service quality. Focus on aspects such as service speed, employee friendliness, and improving the quality of products and food offered.
- Improving eWOM (Electronic Word of Mouth), because eWOM is also proven to have a significant influence on Purchase Intentions, is important to encourage and expand positive eWOM about Arctic.House Restaurants. Engaging customers to leave positive reviews and recommend this place to others via online platforms can help expand your reach and enhance a restaurant’s image.
- Optimizing digital marketing strategies In order to increase Buying Interest, restaurants need to optimize digital marketing strategies. This could include engaging and informative online marketing campaigns, using social media to interact with customers and introduce special offers, as well as ensuring the availability and ease of use of digital payments to increase customer security and convenience in making payments.
- Although the results of this study indicate a significant effect of the independent variables on Purchase Intention, there are other factors that may contribute to customer buying behavior. Therefore, it is advisable to carry out further research to identify additional factors that may influence Purchase Intention and develop more effective strategies to improve restaurant business performance.

Arctic.House Restaurant Company needs to carry out further research to understand the factors that influence customer purchase intentions online. In this
study, factors such as price, product quality, and customer trust need to be considered in more depth.

Reference


