

THE INFLUENCE OF ONLINE REVIEW AND FOOD QUALITY ON THE PURCHASE INTENTION (STUDY ON BBQ MEGA MAS RESTAURANT MANADO)

PENGARUH ONLINE REVIEW DAN FOOD QUALITY TERHADAP NIAT MEMBELI (STUDI PADA RESTORAN BBQ MEGA MAS MANADO)

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Abstract: The problem with the restaurant business after the Covid-19 pandemic era is how consumers intend to buy in the business. This is related to the change in consumer lifestyles to become digital-based, as well as the desire for quality food products. This needs to be anticipated by companies engaged in the food and beverage industry. This study examines the relationship between online reviews and food quality on purchase intention with a study on BBQ Mega Mas, Manado Restaurant. This study uses a research with a quantitative approach which will be conducted in March-April 2021. The research location is the BBQ Mega Mas Restaurant in Manado. The research population is restaurant visitors with a total sample of 100 respondents. Data retrieval is done online using a Google Form which is shared via online social media. Data analysis used hypothesis testing and multiple linear regression analysis. Research respondents are dominated by women, young, college educated, university students, with an income of less than three million rupiah per month. The study found that simultaneously online reviews and food quality had a positive and significant effect on purchase intention. Furthermore, partially purchase intention is also positively and significantly influenced by online reviews and also the quality of the food of consumers who visit the Manado BBQ Restaurant. The research suggestion is that further research is needed on other factors outside of this research model that affect the purchase intention of restaurant consumers in Manado City.

Keywords: Online review, food quality, purchase intention, restaurant

Abstrak : Permasalahan pada bisnis restoran setelah era pandemi Covid-19 adalah bagaimana niat membeli konsumen pada usaha tersebut. Hal ini terkait dengan adanya perubahan gaya hidup konsumen menjadi berbasis digital, serta keinginan pada produk makanan yang berkualitas. Hal ini perlu diantisipasi oleh perusahaan yang bergerak pada industri makanan dan minuman. Penelitian ini mengkaji hubungan antara online review dan kualitas makanan terhadap niat membeli dengan studi pada BBQ Mega Mas Restoran Manado. Penelitian ini menggunakan penelitian dengan pendekatan kuantitatif yang dilakukan pada bulan Maret-April 2021. Lokasi penelitian adalah BBQ Restoran Mega Mas Manado. Populasi penelitian adalah para pengunjung restoran dengan total sampel yang diambil sebanyak 100 responden. Pengambilan data dilakukan secara daring menggunakan Google Form yang dibagikan lewat media sosial online. Analisis data menggunakan uji hipotesis dan analisis regresi linear berganda. Responden penelitian didominasi oleh wanita, berusia muda, berpendidikan perguruan tinggi, mahasiswa universitas, dengan pendapatan kurang dari tiga juta rupiah per bulan. Penelitian menemukan bahwa secara simultan online review dan kualitas makanan berpengaruh positif dan signifikan terhadap niat beli. Selanjutnya secara parsial niat beli juga dipengaruhi secara positif dan signifikan oleh online review dan juga kualitas makanan konsumen yang berkunjung ke BBQ Restoran Manado. Saran penelitian adalah perlu dilakukan penelitian lanjutan tentang faktor lain di luar model penelitian ini yang berpengaruh terhadap niat membeli konsumen restoran di Kota Manado.

Keyword: Online review, kualitas makanan, niat beli, restoran

Research Background

The culinary business tends to continue to increase and survive in various situations, both in terms of quantity and quality, because food and beverages are basic human needs. Today the business in the culinary field covers a wide variety of types, for example, the business of cafes, restaurants, coffee shops and other similar businesses. Business people want a lot of profit. Various strategies and innovations are implemented as steps to achieve the desired goals. However, it is also necessary to maintain business continuity for a long time and expand the business so that business wheels continue to run smoothly. A businessman needs to carry out his main function, namely marketing as an effort to attract consumer interest with the aim of generating profitability.

However, after the post-corona period, which is known as the new normal period, there has been a revival in the restaurant industry in Indonesia. Although it has not fully returned this business, it is quite encouraging for the increase and turnover of the regional and national economy. To anticipate this post-corona period, the restaurant industry needs to improve by conducting a study of consumer behavior after the pandemic period, which experienced changes in consumer preferences and behavior towards eating in restaurants. This can be seen in Table 1.1 where there is a positive trend towards consumer behavior for food-related expenditures. However, there was a significant increase in eating at home, namely grocery shopping 45% and shopping at supermarkets for ready-to-eat food by 19%, while the percentage for eating at restaurants is still low, but there is a positive trend.

Intention is one of the most powerful factors for predicting a person's behavior, especially in the field of consumer behavior (Ajzen, 1985). This is because intention is the best single predictor of behavior, especially because behavior is rare, difficult to predict and changes in the long term (Bagozzi et al., 1992). This also causes intention to become a key variable in predicting consumer behavior in marketing. Being able to predict the intention to buy from a consumer can predict the consumer's behavior in the long run. There are various predictors of purchase intention that can be studied, among others, in this study, namely online reviews and food quality.

It is hoped that changes in consumer behavior can be predicted by examining the purchase intention of these consumers, especially seen from online consumer reviews through various online channels as well as from food quality in general. This helps the restaurant industry to be more advanced and develop in the post-Corona Covid-19 era. This research was conducted with a case study in the Manado BBQ restaurant due to the trend of consumers to eat their own cooking, but it is done in restaurants. This trend is also carried over from the K-Pop culture trend which is imitated by the younger generation in Indonesia. Manado BBQ Restaurant was chosen because this restaurant is one of the popular BBQ restaurants in Manado and is located in a strategic location and is visited by many consumers around the city of Manado.

Research Objectives

1. To identify the influence of Online Review, And Food Quality on Purchase Intention at BBQ Mega Mas Restaurant Manado.
2. To identify the influence of Online Review on Purchase Intention at BBQ Mega Mas Restaurant Manado.
3. To identify the influence of Food Quality on Purchase Intention at BBQ Mega Mas Restaurant Manado.

THEORITICAL REVIEW**Marketing**

According to c, Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchanging products of value with other parties" While according to Stanton (2013), Marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that satisfy desires and services both to current and current consumers. potential consumers.

Customer Behavior

Consumer behavior can arise as a result of environmental factors and self-encouragement. "Consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities (Dharmmesta and Handoko, 2014).

Online Review

According to Mudambi and Schuff (2010), online reviews can be defined as peer-generated product evaluations posted on an online retailer's or a third party's website.

Food Quality

According to Mhlanga and Tichaawa (2016), food quality is an important role in deciding consumer purchases, so it can be seen that if the quality of food increases, purchasing decisions will also increase.

Purchase Intention

Purchase intention is often used to analyze consumer behavior. Before making a purchase, consumers will usually collect information about products based on personal experience or information from their environment. After the information is collected, consumers will begin to evaluate the product, evaluate and make purchasing decisions after comparing products and considering them. Purchase intention is closely related to consumer purchasing decisions, intention is used to predict a person's tendency to do or not buy behavior. According to Sumarwan (2013), intention is a strong tendency or desire in an individual to perform certain behaviors. Intention is an indication of how strong the individual's desire to manifest a behavior is, in other words, the stronger the individual's desire is, the more likely it is that a behavior will be manifested.

Previous Research

Aditya and Alversia (2019) determined the impact of online reviews on a review website platform on consumer purchase intention in choosing the first visited cafe. The customer's decision-making is affected by various factors such as review platforms, other customer reviews, and property characteristics as well as the customer's profile itself. Previous research models have become a reference for this study, and this study was conducted by collecting data from questionnaires that were distributed using an online survey. This study identified six features of online review content and one source attribute, namely timeliness, reviewer expertise, usefulness, volume, positive online reviews, negative online reviews, and comprehensiveness. Regression analysis was used to examine the impact of these attributes on consumer purchase intention

Mishra (2021) examined the effect of online reviews on online purchase intention. The study investigated the influence of review valence, review relevance and review accuracy on the online purchase intention. Cross-sectional data were collected using a self-administered questionnaire from 251 Nepalese from the eastern part. The data were then analyzed using structural equation modeling. Amos 21 was used to analyze the gathered data. The findings reveal that review accuracy has a favorable and significant impact on online purchase intention. Whereas, review valence and review relevance on other hand have no substantial impact on online purchase intention.

Joh (2016) investigates the effects of service quality and food quality on purchase intention in the electronic commerce of food products. Specifically, the relationship between purchase intention and food quality and service quality was tested based on customer satisfaction and trust, which were measured using the structural equation modeling method. Quality of service was found to affect purchase intention; however, food quality had no positive effects on purchase.

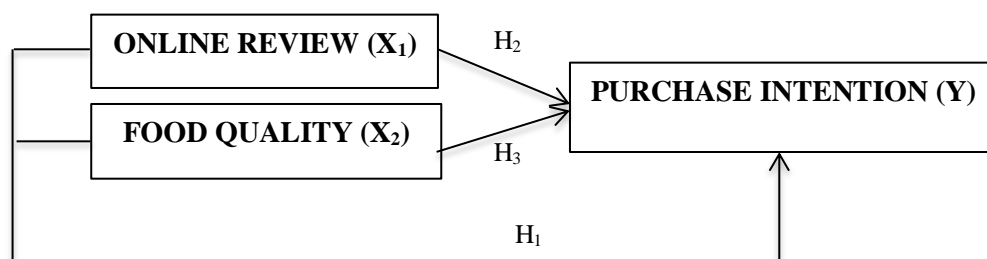
Conceptual Framework

Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H1: Online Review, and Food Quality have simultaneous influence on Purchase Intention.

H2: Online Review has partially influence on Purchase Intention.

H3: Food Quality has partially influence on Purchase Intention.

RESEARCH METHOD**Research Approach**

This research is a type of research with a quantitative approach using descriptive methods. Research with the descriptive method is used to answer questions about what or how the state of something is and report as it is. The descriptive method can also be interpreted as a problem-solving procedure that is investigated by describing the state of the subject or object in the study based on the facts that appear or what they are. The purpose of this descriptive study is to make descriptions, descriptions, or paintings systematically, factually and accurately regarding the facts, characteristics and relationships between the phenomena being investigated (Arikunto, 2012). This is in accordance with the research that will be studied, namely the author tries to describe or describe the consumer behavior of restaurant visitors at BBQ Mega Mas Manado.

Population, Sample, and Sampling Technique

In this study, the object that is used as a population is customer visitors at the Mega Mas Manado BBQ Restaurant. The number of visitors to BBQ Mega Mas in a day is as many as 100 consumers. According to Sugiyono (2013), the appropriate sample size in the study is between 30 to 500 respondents. This means that the number of samples of 100 has entered the criteria and is feasible to be the sample in the study. Based on this, the number of samples in the study was determined as many as 100 respondents. The samples of this research are 100 consumers of BBQ Restaurant Mega Mas Manado. The provisions of determining the sample in this study are consumer visitors or have visited the BBQ Restaurant in the Mega Mas Manado Region, and are willing to participate in this research. This study uses purposive sampling, namely data collection based on certain criteria. The sample criteria in this study include: (1) respondents who have bought at Manado BBQ at least once; (2) respondents are willing to participate in this study by filling out this survey questionnaire online.

Data Collection Techniques

All the data gathered in this research come from two sources of data, which are primary data to make an appropriate result. Primary data is collected by distributed the questionnaires to the respondents. In this research, the questionnaires are distributed via online with Google Form to this research respondents or participants.

Operational Definition of Research Variables**Table 1. Variables Operational Definition and Indicators**

Variables	Definitions	Indicators
Online Review (X ₁)	Descriptive sentences or articles written by customer, mostly made based on users 's experiences from previous online purchase of product or service (Minnema et al., 2016)	Usefulness, Expertise reviewers, Timeliness, Volume, Valence (Zhao et al., 2015)
Food Quality (X ₂)	Quality characteristic of food that can be accepted by consumers (Potter and Hotchkiss, 1995)	Appearance, Shape, Portion, Aroma Variation, Taste (Setiawan and Japarianto, 2012)
Purchase Intention (Y)	Strong tendency or desire in an individual to perform certain behaviors which is purchase products or services (Sumarwan, 2013)	Willingness to buy, Someone's will in buying, Persistent buying behavior, Exploratory intention. (Schiffman, Lazar, and Wisenbilt, 2015)

Source: Previous Research (2021)

Validity and Reliability Test

Validity according to Sugiyono (2013) shows the degree of accuracy between the data that actually occurs on the object and the data collected by researchers to find the validity of an item, we correlate the item score with the total of these items. If the coefficient between items and total items is equal to or above 0.3 then the item is declared valid, but if the correlation value is below 0.3 then the item is declared invalid.

Multiple Linear Regression

According to Sugiyono (2013) states that "multiple regression analysis is an analytical tool used to predict changes in the value of certain variables when other variables change". The number of independent variables studied is more than one, so it is said to be multiple regression. Multiple linear regression analysis in this study was conducted to determine the relationship between the variables online review (X1) and food quality (X2) and purchase intention (Y). The formula used is:

$$Y = a + b_1x_1 + b_2x_2 + e$$

Description :

- Y = Purchase intention
- a = Intercept
- b1, b2, = The regression coefficient of each variable
- X1 = Online review
- X2 = Food quality
- e = Error

RESULTS AND DISCUSSION

Result

Validity and Reability Test

Validity test is aimed to test whether the question item or indicators are able to measure what is supposed to be measured. By comparing correlation index in Pearson Product Moment Correlation Coefficient to test the validity of variables, with significance level of 5% it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

Reliability test is to measure if one item of question was tested several times would give consistent value. Reliability analysis was using the Alpha Cronbach Analysis. Table below are the result of validity and reliability testing research questionnaire used as guidelines to measure the level of variables in this study. According to Hartono (2012) measurements must measure actually was measured with a reliability test.

Classical Assumption Test

Normality Test

Normality test can be identified by using graph of P-P.Plot. The data will distribute normally if the dots is near diagonal line of the graph.

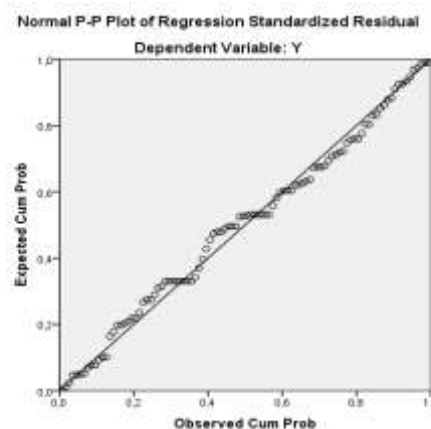


Figure 1. Normality Test
Source: Processed Data (2021)

Figure 1 shows that the data that represented by the dots are spreading near the diagonal line and follow the direction of diagonal line. It proves that the normality test is normal.

Multicollinearity Test

Multicollinearity is the inter-correlation of independent variable. This test determines the tolerance and VIF value. This value is computed by SPSS 21 software as shown in this table.

Table 2. Multicollinearity Test

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF
1 (Constant)			
Online Review		0.567	1.764
Food Quality		0.567	1.764

a. Dependent Variable: Y

(Source: Processed Data, 2021)

Heteroscedasticity Test

A good regression model is free from heteroscedasticity, where there is no noticeable pattern and there are plots spread above and below the number 0 (zero) on the Y-axis.

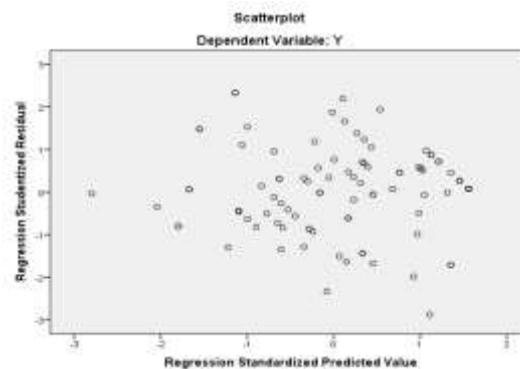


Figure 2. Heteroscedasticity Test

Source: Processed Data (2021)

Figure 2 shows that the pattern of the dots is spreading and does not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It proves that the model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error (SE)	t _{count}	Sig. t
Constant	2.284	1.166	1.960	0.053
Online Review	0.487	0.053	9.180	0.000
Food Quality	0.347	0.062	5.603	0.000
R Square	= 0.769		t _{table}	= 1.984
Multiple R (r)	= 0.877		F _{count}	= 161.732
Adj. R Square	= 0.765		F _{table}	= 2.699
N (Respondents)	= 100		Sig. F	= 0.000

(Source: Processed Data, 2021)

The multiple linear regression model is used to determine the effect of several independent variables on a dependent variable. The computation was done by using SPSS 23.0 software. The computerized calculation ensures the accuracy of the analysis. The result in the table above, can be expressed operates as follow:

$$Y = 2.284 + 0.487X_1 + 0.347X_2 + e$$

The results of the multiple regression equation above provide the understanding that:

1. The constant a of 2.284 gives an understanding that if the variables of online review, and food quality are equal to zero (0) then the amount of purchase intention is 2.284 units.
2. Online review variable (X_1) the regression coefficient is positive, this can be interpreted if the online review increases, then the purchase intention will increase by 0.487 with the assumption that other variables are constant or constant. The online review variable is the variable that has the greatest influence on purchase intention.
3. Food quality (X_2) the regression coefficient is positive, this can be interpreted if the food quality is increasing, and the purchase intention will increase by 0.347 with the assumption that the other variables are fixed or constant. The food quality variable is the lowest variable that affects purchase intention in this research model.

The Coefficient of Determination

The coefficient correlation (R) that shown on Table 4.8, means there is very strong relationship between the three independent variables with dependent variable. It is because value of R is 0.877 which is proved that the relationship among variable independents and dependent is very strong. In other words, online review and food quality as independent variables and purchase intention as dependent variable have a positive relationship.

Hypothesis Test

F – Test

$\alpha = 0.05$ and $\text{sig} = 0,00$. $F_{\text{Count}} = 161.732$

$F_{\text{table}} = F_{\text{Inv}}(0.05, k-1, n-k)$

$= F_{\text{Inv}}(0.05; 3-1; 100-3)$

$= F_{\text{Inv}}(0.05, 2, 97)$

$= 3.090$

From the F-test, by using the significant value of 0.05 ($\alpha = 0.05$), so the calculated is ($F_{\text{count}} = 161.732 > F_{\text{table}} = 3.090$). Since the F_{count} is greater than F_{table} , H_0 is rejected and H_a is accepted. It means that the independent variables which is online review, and food quality significantly affect the dependent variable which is purchase intention simultaneously.

T – Test

$t_{\text{Table}} = T_{\text{Inv}}(0.05; n-k)$

$= T_{\text{Inv}}(0.05; 100 - 3)$

$= T_{\text{Inv}}(0.05; 97)$

$= 1.984$

From the T – Test the results is;

1. Online Review (X_1) to Purchase Intention (Y)

If $t_{\text{count}} \geq t_{\text{table}}$ then H_0 is rejected and H_a is accepted, and if $t_{\text{count}} < t_{\text{table}}$ then H_0 is accepted and H_a is rejected. In Table 4.8 the t_{count} of Online Review (X_1) is 9.180. Comparing ($t_{\text{count}} = 9.180 > t_{\text{table}} = 1.984$) with the significant level of 0.05. Since the t_{count} is greater than t_{table} , H_0 is rejected and H_a is accepted. Therefore, online review has a significant influence to purchase intention.

2. Food Quality (X_2) to Purchase Intention (Y)

If $t_{\text{count}} \geq t_{\text{table}}$ then H_0 is rejected and H_a is accepted, and if $t_{\text{count}} < t_{\text{table}}$ then H_0 is accepted and H_a is rejected. In Table 4.8 the t_{count} of Food Quality (X_2) is 5.603. Comparing ($t_{\text{count}} = 5.603 > t_{\text{table}} = 1.984$) with the significant level of 0.05. Since the t_{count} is greater than t_{table} , H_0 is rejected and H_a is accepted. Therefore, food quality has a significant influence to purchase intention.

Discussion

Online Review and Food Quality on Purchase Intention

Based on the research model that was built, namely the relationship between two independent variables including online review, and food quality where the two variables predict the dependent variable, namely purchase intention with a study in the food and beverage industry, namely BBQ restaurants in Manado. This

study proves the relationship between research models, which is positive and significant influence between online reviews and simultaneous food quality on good purchase intention. These results show that together there is an effect of these two variables on purchase intention at BBQ Manado Restaurant. The relationship is powerful, and the influence of other variables outside the research model is only under thirty per cent. This research is dominated by female respondents, young age, namely under thirty years old, highly educated, still has the status of university students, and has a monthly income of less than 3 million rupiahs. This research model mainly examines purchase intention in the restaurant industry with a study on BBQ restaurants that are popular in Indonesia, including in Manado City. Purchase intention is important to study in marketing to understand consumer behavior related to the intention to perform certain behaviors or actions. In this study, the intention to buy at a restaurant is influenced by online reviews and food quality together. The importance of these two variables in the research model shows that these two variables are the main predictor variables in this study. The restaurant business is one of the industries that has high resilience and has gone through many economic crises. The restaurant business needs to be studied continuously to understand consumer behavior in this industry. One of the variables that need to be studied is intention which is the single antecedent of behavior. The motivation of the intention to behave is the key in understanding consumer behavior in the market.

Online Review on Purchase Intention

Online reviews are proven to affect increasing purchase intention of Manado BBQ Restaurant consumers. This is evident in the existence of a positive and significant relationship between the online review variable and the purchase intention variable. This result also found that online review is the most significant relationship with purchase intention in this research model, especially for Manado BBQ Restaurant consumers. The implication of this study shows that online reviews from consumers impact increasing purchase intention in restaurant businesses. The owner or management needs to focus on promotion through online social media, especially by creating positive online reviews of their business. In addition, food quality also needs to be continuously improved by BBQ Manado in order to increase the level of purchase intention. Online reviews are a popular variable that is emerging in today's marketing field. Online reviews are related to online consumer reviews. Since the boom of the digital economy or e-commerce at the beginning of the 21st century, this variable has become one of the important variables that is widely studied. The background of consumers to want to buy or use a product or service, one of which starts from online review information obtained from other consumers. The more positive online reviews given by previous consumers, the more likely someone is to be interested in buying and using the product. In the restaurant business, online reviews are one of the crucial factors that cause consumers to come to visit and eat at a particular restaurant. The better the online review of a restaurant, the stronger the consumer's desire or intention to visit and eat at a restaurant. This study reveals a positive and significant relationship from online reviews to purchase intention. These results strengthen several previous studies which found a positive and significant relationship from online reviews to purchase intention (Aditya and Alversia, 2019). This finding indicates that online reviews from consumers have an impact on consumer decisions, namely consumer purchase intentions to buy food products from the restaurant business. This has implications for restaurant business management to pay attention to the findings of this study.

Food Quality on Purchase Intention

Food quality has also been shown to affect increasing purchase intention of Manado BBQ Restaurant consumers. This can be seen from the positive and significant relationship between food quality and purchase intention. The food quality variable is the variable that has the lowest effect on purchase intention in Manado BBQ Restaurant consumers. The implication of the findings of this study is that the quality of food in a restaurant determines the desire or intention of consumers to visit and buy at a restaurant. In this study, food quality is one of the determinants of intention to buy and eat at a Manado BBQ restaurant. Food quality such as taste, appearance, color, temperature, variety of food is a determinant of behavioral intentions. This is logical considering that consumers visiting restaurants make food quality one of the factors, especially their intention to visit a restaurant. The more delicious the taste, the more attractive the appearance, the colors that are striking for the senses, the cold or hot temperature, and the variety of foods that encourage consumers to intend to eat and buy at a restaurant. This study provides a finding that there is a strong relationship between food quality and purchase intention. This finding strengthens previous research on the positive relationship between food quality and purchase intention (Wandebori and Wijaya, 2017). Indications from this study have an impact on consumer decisions, namely consumer purchase intention to buy food products from the restaurant business is influenced by the food quality of the restaurant. Yet, this study contradict with the study of Joh (2016) that food quality had

no positive effects on purchase. This has implications for restaurant business management to pay attention to the findings of this study.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis and discussion, several conclusion can be formulated:

1. Online review, and food quality simultaneously have a positive and significant effect on purchase intention towards on BBQ Restaurant Manado. Thus the hypothesis stating online review, and food quality has a positive and significant effect on purchase intention is accepted or proven. The research model is able to predict the relationship between online consumer reviews and food quality from restaurants on consumer purchase intentions of BBQ Mega Mas Restaurant Manado.
2. Online review partially has a positive and significant effect on purchase intention on BBQ Restaurant Manado consumers. Thus, the hypothesis which states that online review has a positive and significant effect on purchase intention on BBQ Restaurant Manado consumers accepted or proven. In this study, online review is the most dominant variable affecting purchase intention in this research model. These results indicate that one of the predictors of purchase intention at BBQ restaurants is online review.
3. Food quality partially has a positive and significant effect on purchase intention on BBQ Restaurant Manado consumers. Thus, the hypothesis which states that food quality has a positive and significant effect on purchase intention on BBQ Restaurant Manado consumers accepted or proven. In this study, food quality is the second variable that influences purchase intention in this research model. Food quality is indicated as a predictor of purchase intention in the restaurant business in Manado City.

Recommendations

Recommendations of this research are:

1. Further research can deepen further regarding what factors are needed to increase purchase intention in the restaurant business other than online reviews, and food quality. Further researchers will further develop the scope of research, considering that the research carried out has not been able to fully describe the various incentives that motivate consumers to have purchase intentions.

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