

**THE INFLUENCE OF PRODUCT QUALITY AND E-WOM ON CUSTOMER PURCHASE
DECISION AT ANJELA CAFE IN MINAHASA**

**PENGARUH KUALITAS PRODUK DAN E-WOM TERHADAP KEPUTUSAN PEMBELIAN
KONSUMEN DI ANJELA CAFE MINAHASA**

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Abstract: This study examines the influence of product quality and electronic word-of-mouth (E-WOM) on customer purchase decisions at Anjela Café in Minahasa. The food and beverage industry has evolved beyond fulfilling basic needs to offering experiences shaped by product quality and digital interactions. In this context, both product quality and E-WOM are essential in forming customer perceptions and driving purchasing behavior. This research uses a quantitative approach with data collected from 100 respondents through a structured questionnaire. Multiple linear regression analysis was applied to examine the simultaneous and partial effects of the independent variables. The findings reveal that product quality and E-WOM significantly influence customer purchase decisions, both simultaneously and individually. High product quality improves satisfaction and loyalty, while positive E-WOM enhances trust, reduces perceived risk, and strengthens brand image. These results underscore the importance for food service businesses, particularly small and medium-sized enterprises like Anjela Café, to maintain consistent quality and manage their digital reputation to improve customer decision-making and competitiveness in a rapidly evolving market.

Keywords: Product Quality, Electronic Word of Mouth (E-WOM), Purchase Decision

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan electronic word-of-mouth (E-WOM) terhadap keputusan pembelian konsumen di Anjela Café, Minahasa. Industri makanan dan minuman telah berkembang melampaui pemenuhan kebutuhan dasar menjadi penyedia pengalaman yang dipengaruhi oleh kualitas produk dan interaksi digital. Dalam konteks ini, kualitas produk dan E-WOM menjadi faktor penting dalam membentuk persepsi konsumen dan mendorong perilaku pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data dari 100 responden melalui kuesioner terstruktur. Analisis regresi linier berganda diterapkan untuk menguji pengaruh simultan dan parsial dari variabel independen. Hasil penelitian menunjukkan bahwa kualitas produk dan E-WOM berpengaruh signifikan terhadap keputusan pembelian konsumen, baik secara simultan maupun parsial. Kualitas produk yang tinggi meningkatkan kepuasan dan loyalitas konsumen, sementara E-WOM yang positif meningkatkan kepercayaan, mengurangi persepsi risiko, dan memperkuat citra merek. Temuan ini menegaskan pentingnya bagi bisnis kuliner, khususnya usaha kecil dan menengah seperti Anjela Café, untuk menjaga konsistensi kualitas dan mengelola reputasi digital guna meningkatkan pengambilan keputusan konsumen dan daya saing di pasar yang berkembang pesat.

Kata Kunci: Kualitas Produk, Electronic Word Of Mouth (E-WOM), Keputusan Pembelian

INTRODUCTION

Research Background

The food and beverage (F&B) industry has transformed from a sector that merely fulfills basic human needs into a complex ecosystem where taste, experience, lifestyle, and digital communication intersect. Dining out is no

longer perceived solely as an act of consumption but rather as an experiential activity that reflects personality, social belonging, and emotional connection. Across the globe, consumers increasingly demand not only delicious and hygienic food but also a memorable dining experience supported by ambiance, hospitality, service quality, and brand story.

Understanding the relationship between product quality, E-WOM, and customer purchase decision becomes essential to sustain and improve business performance. In other words, product quality and E-WOM emerge as two critical variables that work together in influencing consumer purchasing behavior. Product quality represents the tangible manifestation of a company's promise to meet or exceed customer expectations, while E-WOM represents the intangible social influence that shapes those expectations. The interaction of these two variables determines whether a consumer will proceed to make a purchase, recommend the business to others, or seek alternatives.

Product quality remains the foundation of customer satisfaction and loyalty. Regardless of how sophisticated the digital marketing strategy is, customers will not make repeat purchases if the actual product fails to meet expectations. In the F&B industry, product quality involves multiple dimensions such as taste consistency, portion balance, freshness, cleanliness, presentation, and service delivery. These tangible aspects directly influence emotional satisfaction, perceived value, and overall brand image. Meanwhile, the concept of Electronic Word of Mouth (E-WOM) has thus become a dominant factor in influencing purchase decision. Unlike traditional word of mouth, which is limited in scope, E-WOM spreads widely and rapidly across online platforms, providing a real-time narrative of consumer experiences. As a result, digital reputation now functions as both an asset and a risk for businesses in the hospitality sector. Empirical studies by

Anjela Café, established in 2013, stands out as one of the pioneering culinary businesses introducing authentic Italian cuisine to the local community. It is well-known for its warm atmosphere, signature pizzas and pastas, and consistent customer flow over the years. However, preliminary observations and online reviews reveal that Anjela Café faces a complex challenge in maintaining its performance amid growing competition and evolving customer expectations. Although many reviews remain positive, some consumers express dissatisfaction regarding aspects such as portion sizes, waiting times during peak hours, inconsistent flavor, and occasional unavailability of menu items. These issues, when expressed digitally through E-WOM platforms, can affect the café's reputation and reduce consumer confidence. This inconsistency between expected quality and perceived experience creates a significant problem for Anjela Café. On one hand, the café benefits from a loyal customer base and strong brand identity; on the other, it risks losing potential customers due to negative E-WOM. Thus, this research investigates the simultaneous and partial influence of product quality and electronic word of mouth (E-WOM) on customer purchase decision at Anjela Café in Minahasa.

Research Objectives

The purpose of this research are:

1. To examine the simultaneous influence of product quality and electronic word of mouth (E-WOM) on the purchase decision at Anjela Café in Minahasa.
2. To examine the partial influence of product quality on customer purchase decision at Anjela Café in Minahasa.
3. To analyze the partial influence of electronic word of mouth (E-WOM) on customer purchase decision at Anjela Café in Minahasa.

LITERATURE REVIEW

Marketing

According to the American Marketing Association (AMA) in 2017, marketing encompasses the activities, institutions, and processes involved in creating, communicating, delivering, and exchanging offerings that have value for customers, partners, and society.

Product Quality

Product quality is one of the most influential factors in determining consumer satisfaction and purchase decision. As defined by Garvin (1987), product quality refers to the totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs. This definition captures both tangible and intangible aspects of a product, including durability, reliability, performance, aesthetics, and conformance to standards.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is a modern evolution of traditional word-of-mouth communication, significantly amplified through the internet and social media platforms. It refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet (Hennig-Thurau et al., 2004). Unlike face-to-face communication, E-WOM allows consumers to reach a wider audience with more permanence and credibility due to the asynchronous and visible nature of online reviews and comments.

Purchase Decision

Purchase decision refers to the stage in the consumer decision-making process where an individual chooses to buy a particular product or service after evaluating available alternatives. According to Kotler & Keller (2016), a purchase decision occurs when the consumer forms a preference for a product or brand and then converts this preference into an actual buying action. It reflects not only the consumer's readiness to purchase but also the final act of translating attitudes and decisions into real behavior.

Previous Research

Romanisti et al. (2024) aimed to determine the effect of electronic word of mouth and product quality on purchasing decisions mediated by brand image on Maybelline mascara products in Indonesia. The population in this study are people who have bought Maybelline mascara on TikTok social media at least twice. The number of samples used in this study were 215 respondents who had bought Maybelline mascara on TikTok at least 2 times. The results of this study indicate that electronic word of mouth and product quality have a positive and significant effect on purchasing decisions mediated by brand image.

Wurarah, Kindangen, & Pandowo (2022) analyzed the influence of product quality and promotion to customer purchase decision in Ragey 21 Politeknik. This research uses questionnaires data collection techniques with the respondent data of 100 people. The result of this study showed that product quality and promotion has a positive influence on customer purchase decision partially. Simultaneously, product quality and promotion has a positive influence on customer purchase decision.

Sintiadewi, Sara, & Sitiari (2024) analyzed the impact of e-WOM and product quality on purchase decisions, with brand trust as an intervening variable. Using a quantitative method with a questionnaire, data were collected from 105 respondents in Bali. The results showed that e-WOM and product quality both had positive and significant effects on purchase decisions and brand trust. Brand trust partially explained the influence of e-WOM and product quality on purchase decisions.

Research Hypothesis

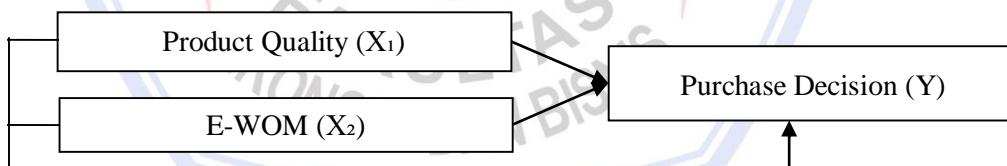


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H₁: Product Quality and E-WOM simultaneously influence the purchase decision at Anjela Cafe in Minahasa.
- H₂: Product Quality positively influences the purchase decision at Anjela Cafe in Minahasa.
- H₃: E-WOM positively influences the purchase decision at Anjela Cafe in Minahasa.

RESEARCH METHOD

Research Approach

This study applies a quantitative causal research approach aimed at examining whether the independent variables influence the dependent variable. According to Sekaran & Bougie (2016), causal research investigates cause-and-effect relationships, while quantitative methods emphasize structured numerical data collection and

Population, Sample Size, and Sampling Technique

The population in this study consists of all consumers who have purchased or experienced products and services at Anjela Cafe, located in Minahasa. These individuals have direct experience with the cafe's food and beverage quality and have been exposed to information about the cafe through social media platforms or online recommendations (Electronic Word of Mouth/E-WOM). To obtain a representative subset while keeping the survey administratively feasible, the sample size is calculated with the Lemeshow et al. (1997) proportion formula to the minimum recommended sample size is 97 respondents. This study employs a non-probability purposive sampling technique to select respondents.

Source of Data

Primary data refers to information that is gathered firsthand by the researcher specifically to address the objectives of the study. In this particular study, the primary data is directly obtained from respondents individuals who respond to the questions designed by the researcher.

Data Collection Method

In this research, data were collected using a closed-ended questionnaire, in which respondents were provided with predefined answer options. According to Sugiyono (2017), a questionnaire is a data collection technique conducted by distributing a series of written questions or statements to be answered by the respondents.

Operational Definition and Indicators of Research Variable

Table 1. Operational Definition and Indicators of Research Variable

Variable	Operational Definition	Indicators
Product Quality (X_1)	Product quality in the context of food refers to the consumer's perception of the product's taste, freshness, hygiene, presentation, and overall satisfaction	<ul style="list-style-type: none"> - Taste - Freshness - Hygiene - Presentation/Appearance - Consistency of quality - Online reviews - Customer ratings - Comments on social media - Sharing product - Experiences - Willingness to buy - Preference for the product - Consideration of future purchase
E-WOM (X_2)	Electronic Word of Mouth refers to any positive or negative statement made by potential, actual, or former customers about a product or company, made available via the internet	
Purchase Decision (Y)	Purchase decision is a consumer's plan or willingness to buy a product or service based on perceived value, trust, and previous experience	

Testing of Research Instruments

Validity and Reliability Tests

The purpose of a validity test is to evaluate whether the measurement tool or indicator used in a study accurately corresponds to the research instrument. This is determined by comparing the value of the calculated correlation coefficient ("r count") with the critical value in the table ("r table").

Reliability refers to the consistency of results produced by a measuring instrument when used repeatedly. In this study, reliability is assessed using Cronbach's alpha.

Data Analysis Method

Test of Classical Assumptions

Normality Test

According to Ghozali (2018), the purpose of conducting a normality test is to evaluate whether the variables in a regression model both dependent and independent are distributed normally or not. In this research, the normality test is applied to examine whether the independent variable and dependent variable follow a normal distribution pattern.

Multicollinearity Test

According to Ghozali (2018), the multicollinearity test aims to identify whether there is a high correlation between independent variables. The presence of such correlation indicates multicollinearity, which can distort the estimation of regression coefficients.

Heteroscedasticity Test

This test aims to assess whether the regression model exhibits variance inconsistency specifically, whether the residuals from each observation demonstrate unequal dispersion (Ghozali, 2018). A good regression model is expected to be free from heteroscedasticity.

Multiple Linear Regression Analysis

This study utilizes multiple linear regression analysis to investigate the effect of multiple independent variables on the dependent variable. This method is used to explain how changes in independent variables influence the dependent variable simultaneously. The general form of the multiple linear regression equation used in this study is as follows:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e$$

Where:

Y = Purchase Decision
 α = Constant
 $\beta_1, \beta_2, \beta_3$ = Regression coefficient of each variable
 X_1 = Product Quality
 X_2 = E-WOM
 e = Error term

Coefficient Correlation (R) and Coefficient Determination (R²)

Correlation analysis is a statistical technique to determine the level or strength or closeness of the relationship between independent variable and the dependent variable. The closeness of the relationship is indicated by the magnitude of the correlation coefficient (R). This coefficient is from -1 (perfect negative relationship) to +1 (perfect positive relationship).

The coefficient of determination (R^2) is used to assess the degree of relationship between variable X and variable Y. The R^2 value ranges between 0 and 1, where a value of 0 signifies that changes in X do not explain any variation in Y, and a value of 1 indicates that all variations in Y are fully explained by variations in X.

Hypothesis Testing

T-Test and F-Test

The t-test, also known as the partial test, is used to determine whether each independent variable has a statistically significant influence on the dependent variable when assessed individually.

The F-test is used to examine whether all the independent variables in the regression model collectively influence the dependent variable. The F-test serves to determine whether the independent variables, when considered together, have a significant effect on the dependent variable in the model.

RESULT AND DISCUSSION

Research Result

Validity and Reliability Tests

Table 2. Validity Test Result

Variable	Indicator	Validity			Result
		r-count	r-table	Sig	
Product Quality (X1)	X1.1.1	.403	0,1946	0,000	Valid
	X1.1.2	.344	0,1946	0,000	Valid
	X1.1.3	.416	0,1946	0,000	Valid
	X1.2.1	.591	0,1946	0,000	Valid
	X1.2.2	.582	0,1946	0,000	Valid

	X1.2.3	.636	0,1946	0,000	Valid
	X1.3.1	.534	0,1946	0,000	Valid
	X1.3.2	.620	0,1946	0,000	Valid
	X1.3.3	.456	0,1946	0,000	Valid
	X1.4.1	.610	0,1946	0,000	Valid
	X1.4.2	.512	0,1946	0,000	Valid
	X1.4.4	.430	0,1946	0,000	Valid
	X1.5.1	.591	0,1946	0,000	Valid
	X1.5.2	.557	0,1946	0,000	Valid
	X1.5.3	.752	0,1946	0,000	Valid
	X2.1.1	.591	0,1946	0,000	Valid
	X2.1.2	.554	0,1946	0,000	Valid
	X2.1.3	.579	0,1946	0,000	Valid
	X2.2.1	.665	0,1946	0,000	Valid
	X2.2.2	.566	0,1946	0,000	Valid
	X2.2.3	.551	0,1946	0,000	Valid
	X2.3.1	.695	0,1946	0,000	Valid
	X2.3.2	.576	0,1946	0,000	Valid
	X2.3.3	.631	0,1946	0,000	Valid
	X2.4.1	.607	0,1946	0,000	Valid
	X2.4.2	.604	0,1946	0,000	Valid
	X2.4.3	.611	0,1946	0,000	Valid
	X2.5.1	.714	0,1946	0,000	Valid
	X2.5.2	.622	0,1946	0,000	Valid
	X2.5.3	.781	0,1946	0,000	Valid
	Y.1.1	.725	0,1946	0,000	Valid
	Y.1.2	.703	0,1946	0,000	Valid
	Y.1.3	.713	0,1946	0,000	Valid
	Y.2.1	.673	0,1946	0,000	Valid
	Y.2.2	.785	0,1946	0,000	Valid
	Y.2.3	.728	0,1946	0,000	Valid
	Y.3.1	.732	0,1946	0,000	Valid
	Y.3.2	.728	0,1946	0,000	Valid
	Y.3.3	.754	0,1946	0,000	Valid
E-WOM (X2)					
Purchase Decision (Y)					

Source: Data Processed by SPSS, 2025

The results confirm that the instruments employed have fulfilled the validity requirements, indicating that they are appropriate to be used for analyzing the relationships among the studied variables

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Results
Product Quality (X1)	0,921	Reliable
E-WOM (X2)	0,918	Reliable
Purchase Decision (Y)	0,942	Reliable

Source: Data Processed by SPSS, 2025

All three variables obtained Cronbach's Alpha values well above the minimum threshold of 0.70. This demonstrates that the instruments used in this study have a very high degree of internal consistency. Therefore, it can be concluded that all questionnaire items are reliable and can be trusted to consistently measure the constructs under investigation.

Test of Classical Assumptions

Normality Test

Table 4 shows that the Asymp. Sig. (2-tailed) value is 0.431. Since this value is greater than the significance level of 0.05, the data can be considered normally distributed. In other words, the null hypothesis stating that the residuals follow a normal distribution cannot be rejected. Therefore, the dataset fulfills the assumption of normality,

which is an essential requirement for conducting further statistical analyses such as multiple linear regression.

Table 4. Normality Test Result**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.99918382
Most Extreme Differences	Absolute	.139
	Positive	.085
	Negative	-.139
Test Statistic		.139
Asymp. Sig. (2-tailed)		.431 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

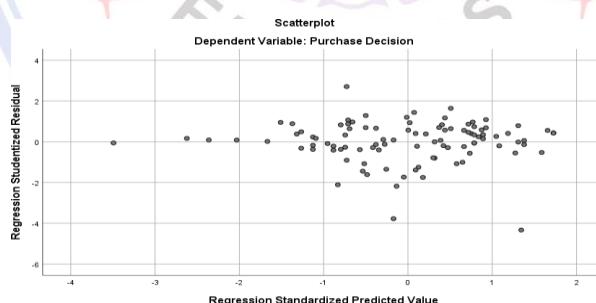
Source: Data Processed by SPSS, 2025

Multicollinearity Test**Table 5. Multicollinearity Test Result**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Product Quality (X1)	0.381	2.627	No Multicollinearity
E-WOM (X2)	0.381	2.627	No Multicollinearity

Source: Data Processed by SPSS, 2025

Based on Table 5, the tolerance values for Product Quality (X_1) and E-WOM (X_2) are both 0.381, which is well above the cut-off point of 0.10. Meanwhile, the VIF values for both variables are 2.627, which is far below the threshold of 10. These results indicate that there is no multicollinearity between the independent variables. In other words, Product Quality and E-WOM do not exhibit problematic intercorrelation, and therefore both variables can be reliably included together in the regression analysis without causing statistical distortion.

Heteroscedasticity Test**Figure 2. Heteroscedasticity Test Result**

Source: Data Processed by SPSS, 2025

The scatterplot presented in Figure 2 shows that the distribution of data points is spread irregularly and does not form a clear pattern, either above or below the zero line on the Y-axis (Regression Studentized Residual). The points appear to be randomly dispersed across the graph, which suggests that there is no systematic relationship between the residuals and the predicted values. This condition indicates that the regression model does not suffer from heteroscedasticity.

Multiple Linear Regression Analysis

Based on the regression results, the model can be expressed as:

$$Y = 0.898 + 0.317X_1 + 0.794X_2 + e$$

1. The constant value of 0.898 represents the baseline level of Purchase Decision when both independent variables are zero.
2. The coefficient for Product Quality (0.317) shows that a one-unit increase in Product Quality, while holding E-WOM constant, increases Purchase Decision by 0.317 units, suggesting that aspects such as taste, presentation, portion size, and hygiene significantly motivate customers to choose Anjela Café.
3. The coefficient for E-WOM (0.794) indicates that a one-unit improvement in E-WOM, while Product Quality remains constant, raises Purchase Decision by 0.794 units demonstrating that online reviews, recommendations, and digital interactions exert a stronger influence on consumer decisions.

Table 6. Multiple Linear Regression Result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	0.898	2.790		0.322	0.748
Product- Quality	0.317	0.069	0.363	4.588	0.000
E-WOM	0.794	0.112	0.562	7.109	0.000

a. Dependent Variable: Purchase Decision

Source: Data Processed by SPSS, 2025

Coefficient Correlation (R) and Coefficient Determination (R²)**Table 7. R and R² Result**

Model	Model Summary ^b			
	R	R2	Adjusted R Square	Std. Error of the Estimate
1	.877 ^a	0.769	0.764	5.05046

a. Predictors: (Constant), E-WOM, Product Quality

b. Dependent Variable: Purchase Decision

Source: Data Processed by SPSS, 2025

Table 7 shows that the correlation coefficient (R) is 0.877, which indicates a very strong positive relationship between Product Quality (X_1) and E-WOM (X_2) with the dependent variable Purchase Decision (Y). Since the R value is very close to +1, this suggests that the independent variables are strongly associated with customers' purchasing decisions. Furthermore, the coefficient of determination (R^2) is 0.769, which means that 76.9% of the variation in Purchase Decision can be explained by the two independent variables included in the model, namely Product Quality and E-WOM. The remaining 23.1% of the variation is influenced by other factors not examined in this study, such as service quality, brand image, or pricing strategies outside the research scope.

Research Hypothesis**F-Test****Table 8. F-Test Result**

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8235.118	2	4117.559	161.428	.000 ^b
Residual	2474.192	97	25.507		
Total	10709.310	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), E-WOM, Product Quality

Source: Data Processed by SPSS, 2025

Based on Table 8, the calculated F-value is 161.428, which is far greater than the F-table value of 3.09. Furthermore, the significance value obtained is 0.000, which is lower than the threshold of 0.05. These results lead to the conclusion that the hypothesis (H_1) is accepted. Thus, it can be confirmed that Product Quality (X_1) and E-WOM (X_2) simultaneously exert a significant influence on Purchase Decision (Y).

T-Test

Based on Table 6:

1. Product Quality (X_1) has a t-count of 4.588, exceeding the critical t-table value of 1.984, with a significance level of 0.000 (< 0.05), indicating a positive and significant effect on Purchase Decision; therefore, the second hypothesis (H_2) is accepted, suggesting that higher product quality strengthens customers' decisions to purchase at Anjela Café.
2. Electronic Word of Mouth (X_2) records a t-count of 7.109, also greater than 1.984, with a significance value of 0.000 (< 0.05), confirming that E-WOM significantly influences Purchase Decision; hence, the third hypothesis (H_3) is accepted.

Discussion

The Influence of Product Quality and Electronic Word of Mouth on Purchase Decision at Anjela Café in Minahasa

The results of the simultaneous test (F-test) show that Product Quality (X_1) and E-WOM (X_2) have a significant effect on Purchase Decision (Y). This result also supports prior studies such as Romanisti et al. (2024) and Sintiadewi, Sara, & Sitiari (2024) that electronic word of mouth and product quality have a positive and significant effect on purchasing decisions. This concluded that both tangible product factors and intangible digital interactions play essential roles in influencing purchase behavior in the hospitality and culinary sectors.

The Influence of Product Quality on Purchase Decision at Anjela Café in Minahasa

The partial test results (t-test) demonstrate that Product Quality (X_1) significantly influences Purchase Decision (Y). This finding supports Kotler & Keller's (2016) that product quality is one of the primary considerations in consumer decision-making. In the context of Anjela Café, customers value food that consistently meets their expectations, which directly strengthens their intention to purchase. Tjiptono (2019) also emphasizes that product quality is a critical determinant of consumer satisfaction and loyalty, which in turn drives purchase decisions. This aligns with Wurarah, Kindangen, & Pandowo (2022) that product quality has a positive influence on customer purchase decision.

The Influence of Electronic Word of Mouth on Purchase Decision at Anjela Café in Minahasa

The t-test results reveal that E-WOM (X_2) has a strong and significant influence on Purchase Decision (Y). This demonstrates that digital interactions such as online reviews, Instagram posts, TikTok content, and recommendations from peers on social media play a dominant role in encouraging customers to purchase at Anjela Café. This finding is consistent Sintiadewi, Sara, & Sitiari (2024) that e-WOM influences purchase decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The results of the simultaneous test (F-test) indicate that Product Quality and E-WOM together have a positive and significant effect on Purchase Decision. This finding highlights that consumers' purchasing behavior is not shaped by a single factor, but rather by a combination of product-related attributes and social influences.
2. Product Quality significantly influences Purchase Decision, with a positive regression coefficient. This means that when consumers perceive Anjela Café's products to have good taste, consistent freshness, attractive presentation, appropriate portion size, and high hygiene standards, they are more inclined to make a purchase.
3. E-WOM has the greatest impact on Purchase Decision compared to Product Quality. This indicates that customers are strongly influenced by digital reviews, online recommendations, and social media exposure. For Anjela Café, this means that the digital presence and the ability to generate positive E-WOM are more powerful in attracting new customers and influencing their decisions than product quality alone.

Recommendation

Based on these findings, several recommendations are proposed:

1. Managerially, Anjela Café should enhance and maintain product quality through consistent quality control, product innovation, and hygiene assurance while simultaneously strengthening its digital presence. Active engagement on social media, encouraging satisfied customers to post online reviews, and collaborating with food influencers can boost credibility and positive E-WOM. Additionally, implementing loyalty or referral programs and ensuring high service quality will further reinforce customer satisfaction and retention.
2. Future research is recommended to expand the model and broaden the study scope across different cafés or regions

and adopt advanced analytical methods like Structural Equation Modeling (SEM) or qualitative approaches to capture deeper behavioral insights and dynamic patterns in consumer purchasing behavior over time.

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