Typical Food, Product Quality, and Quality of Service Improve Purchase Decisions Through e-WOM at Ramen Ramen Ya.

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Abstract

This research aims to improve purchasing decisions at Ramen Ya by considering typical food factors, product quality, and service quality, through the mediation role of e-WOM. The population in this study consists of all customers who come and make purchases at Ramen Ya, with a sample of 250 respondents selected using accidental sampling techniques. Data was collected through questionnaires shared with respondents. The analysis method with PLS-SEM while data processing was carried out using SmartPLS 3.0 software. The results of the study show that typical foods have a significant effect on direct purchase decisions, as well as have a significant effect on e-WOM directly. In addition, special foods also influence purchasing decisions indirectly through e-WOM. Product quality has been proven to have a significant effect on purchasing decisions and e-WOM, as well as influencing purchasing decisions indirectly through E-WOM. Service quality also has a significant effect on purchase decisions and e-WOM, as well as influencing purchase decisions indirectly through e-WOM. Finally, e-WOM has a significant influence on purchasing decisions.

Keywords: *Typical Food, Product Quality, Service Quality, e-WOM, Purchase Decision*

1. Introduction

In recent years, spicy food has become a phenomenon that has attracted attention among young people, especially with the emergence of different types of spicy noodles. This phenomenon seems to be driven by the trend of food globalization, where the influence of food from other countries such as Japan and South Korea provides a new variety in culinary. Products such as Japanese ramen and Korean noodles are in the spotlight with their appeal to appetizing spicy spices. The phenomenon of the spicy noodle trend not only shows the change in taste preferences, but also how foreign cultures can affect the consumption habits of local people. Spicy noodles are considered a food that depicts a modern lifestyle, especially among the younger generation. In addition, the presence of social media has played an important role in popularizing this trend, accelerating the dissemination of information about food products that are being loved. Through social media, various spicy food manufacturers are taking advantage of the platform's popularity to introduce and market their products. Many brands use promotions through photos, videos, and testimonials that pique user interest. This creates a stronger appeal to the product, which also includes the flavor qualities associated with Korean or Japanese cultural experiences.

On the other hand, the quality of products and services offered by manufacturers also plays an important role in consumer purchasing decisions. The better the quality of taste and texture offered, the higher the satisfaction felt by consumers. This has implications for product loyalty and encourages repeat purchases, which is also influenced by the quality of service which includes speed, ease of access, and responsiveness to customer complaints or suggestions.

Restaurants as one of the highly competitive sectors must understand consumer behavior and the factors that influence purchasing decisions. A purchase decision is the result of a process in which various factors play different roles (in a particular order), so it can be the right tool to describe the flow of consumer decision-making (Carrillo et al., 2023).

Advanced technology and internet access have enabled consumers to interact and share information in the culinary world. One form of change is the increasing role of eWOM. According to Bataineh (2015) eWOM (Electronic Word of Mouth) is focused on sharing information, such as reviews or comments, which are shared and viewed through various social media platforms.

First variable that can be used to determine the typical food area. According to Medina et al (2023) special foods are foods that are prepared only according to summer nutrition, but also include cultural and social aspects that signify maintenance of different foods, taste preferences, good culinary practice. Typical food serves as a source of originality and greenery, which offers consumption drinks below the market not only enjoy taste, but also a mixture of culture or background, which in the Increase market intent for both. This diagnosis and penetration study shows that there is a positive response to the thermal cycle (Hartuti et al., 2022).

There are many factors that should be kept in mind for good, quality products. According to Stylidis et al., (2020) product quality is either a perceptual assessment of the quality or health benefits of such products in general with the first principle, combined with the third alternative. Products that have bike qualities include no consumption for comfort, then products with qualities that lack bike. This pencil case sold by Andrean &

Trisunaryanto (2020) includes quality products based on the top of the list.

Variable sets that can represent consumption territory include these characteristics. According to Ford et al., (2012) sales quality is not based on significant transactions created between organizations such as customers, customers, or customers. The previous research conducted by Mukti & Aprianti (2021) the highest rank influenced by quality and quality of service.

The objective of this research is to identify the best food, product quality, and best quality qualities in Decision Making process through E-WoM mediation.

2. LITERATURE REVIEW

2.1. Typical food

According to Stanojevic et al (2022) special meals is a method of massage with bacon contents that vary according to product or service category, sometimes in the middle of bacon. Add the preferred foods to the dietary sources such as some Specific flavor of the unique foods that are available with a variety of cultures, and consume more than half of the dishes to increase generation (Cavallo et al., 2020). Foods such as the world's healthiest foods are consumed (DEWaal et al., 2022). This kind of specific flavors, ingredients, and perceptual methods of mixing with foods can be used to describe the eastern history of the body that tastes authenticity by enjoying or nostalgia with the specif flavours. According to the Xiaomin (2017) the good food indicators are: 1). *Local ingredients, 2). Handmade food, 3). Food quality & safety local ingredients.*

According to Gremler et al., (2004) eWOM communication is based on positive or negative feedback initiated by customers, active reviews, or reviews about certain products or reviews, which are directed towards people and institutions over the Internet. Positive reviews of the digital platformis is deemed that the satisfied young people willing to promote their products or services.

According to Wardhana (2024) that purchase Decision Making represents the best choice to be launched and consumed until the peak of purchasing.

Based on the above analysis and facts as described above, the following hypothesis is posited:

H1: There is an influence of typical food on E-WOM

H2: There is an influence of typical food on purchasing decisions

H3: There is an influence of typical food on purchasing decisions through e-WOM

2.2. Product quality

According to Vaclavik & Christian (2014) Product quality is an important concept because the product one chooses depends heavily on its quality. Product quality is a tool to place a product in order to obtain a superior position in arketing. According to Kotler & Armstrong (2012) product quality is a marketing positioning tool that has a direct impact on product performance. Product quality is an advantage that a company's product is not necessarily owned by other companies(Firmansyah, 2019). The indicators of product quality are: 1. Appearance, 2. Texture, and 3. Flavor (Vaclavik & Christian, 2014).

According to Liu et al., (2024) eWOM is a digital interaction between consumers and various stakeholders, such as brands,

experts, and fellow consumers. This interaction is triggered by online content created by consumers about products, services, or brands. Ewom also focuses on the exchanges and conversations that occur due to information related to the product, service, or brand. This is supported by research conducted by Negoro & Pramadanti (2024) which revealed that product quality has an influence on electronic word of mouth.

According to Hanaysha (2022) purchasing decisions are a series of steps that consumers go through before making an actual purchase, this process includes various aspects, such as what to buy, when is the right time to buy, where to buy it, which brand or model to choose, the payment method to use, and how much to spend. When consumers feel confident in the quality of a product, they are more likely to choose and buy that product. This is also proven by previous research conducted by Shafitri & Paludi (2024) which revealed that product quality has a significant effect on purchasing decision.

Based on the above analysis and facts as described above, the following hypothesis is posited:

H4: There is an influence of product quality on eWOM.

H5: There is an influence of product quality on purchasing decisions

H6: There is an influence of product quality on purchasing decisions through e-WOM

2.3. Service quality

According to Parasuraman et al (1988) service quality is a consumer's view that shows the direction of the difference between perception anexpectations. According to Sulistiyowati (2018) service quality is everything that includes and aims to meet customer demands and preferences, so that they are in accordance with their expectations. According to Indrasari (2019) service quality is essentially focused on efforts to meet customer needs and desires, and provide services appropriately to meet their expectations. Service quality is a person's effort to provide products or services to others that are in accordance with consumer tastes, expectations, and needs (Chandra et al., 2020). Indicators of service quality according to Parasuraman et al (1988) : 1. Reliability, 2. Responsiveness, 3. Assurance, 4. Empathy, and 5. Tangibles.

According to Chaffey & Russel (2017) eWOM is a marketing activity carried out online through channels such as websites, online advertising, subscription emails, mobile applications, and emerging digital platforms. This marketing focuses on building close relationships with customers, understanding their needs deeply, and maintaining ongoing communication. This statement is supported by research conducted by Dewa (2019) which states that service quality has a positive effect on Ewom.

According to Kotler & Keller (2016) Purchasing decisions are a purchasing process that begins when the buyer realizes a problem or need triggered by internal or external stimuli, in internal stimuli, one of a person's normal needs such as hunger and thirst, reaches a certain level and turns into a drive. Fast service will provide convenience to consumers, so that it can strengthen purchasing decisions. This is supported by previous research Cindy & Zai (2023) said that service quality has a significant influence on Purchasing decisions.

Based on the above analysis and facts as described above, the following hypothesis is posited:

H7: There is an influence of service quality on eWOM

H8: There is an influence of service quality on purchasing decisions

H9: There is an influence of service quality on purchasing decisions through eWOM

2.4. e-WOM

According to Ismagilova et al., (2017) eWOM is a dynamic and ongoing process of exchanging information between potential, actual, or previous consumers about a product, service, brand, or company. This process occurs online and can be accessed by many people and various institutions. This type of interaction occurs on various platforms, where consumers share their opinions, reviews, and comments about the product. This communication can be found on blogs, discussion forums, review sites, online sites (Cheung & Lee, 2012). Electronic word-of-mouth communication is very important for consumers to stay up to date with the latest trends (Pride & Ferrell, 2014). According to Lin et al., (2013) there are 4 indicators of Ewom, namely 1. Understandable, 2. Helpful, 3. Credible, 4. Highly ranking & recommendation.

According to Solomon et al (2016) Purchasing decisions are the result of a series of stages that result in the selection of one product over another. Through eWOM, consumers can get more complete information, this helps make it easier for consumers to make purchases. This is supported by previous research conducted by Nursal et al., (2023) which states that eWOM has a positive effect on Purchasing decisions.

Based on the above analysis and facts as described above, the following hypothesis is posited:

H10 : There is an influence of eWOM on purchase decisions

2.5. Purchase decisions

Firmansyah (2017) stated that purchasing decisions are the process of choosing which alternatives can be selected from two or more problem-solving procedures that involve going through the steps of the decision-making process. Purchasing decisions are the process of making decisions about what to buy and whether to obtain the desired product or service (Zusrony, 2019). Consumer purchasing decisions refer to the process by which consumers determine or purchase a product, brand, or service based on certain criteria that can meet their needs (Chen et al., 2023). Marketing on social media can increase brand awareness by introducing products or services to a wider range of buyers, which is often the first step in the purchasing decision process. The five stages of purchasing decisions according to Kotler et al (2018) are, 1. Need recognition, 2. Information search, 3. Evaluation of alternatives, 4. Purchase decision, and 5. Postpurchase behavior.

2.6. Framework of Thinking

The theoretical statement and hypothesis development that has been explained above, the framework of thinking can be described as follows:
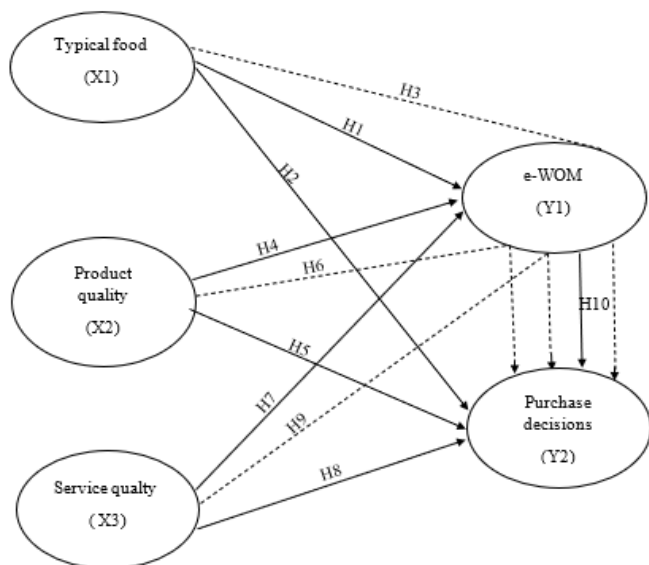
Figure 1. Hypothesis Model

Sources: Illustration by Reseacher's, 2025

3. METHODOLOGY

To solve the problem, this study will use quantitative methods. The population and sample of this study are all customers who come and make purchases at Ramen Ya. In this study, accidental sampling was used, namely everyone who happens to meet the researcher can function as a sample if it is determined that the individual is a worthy source of data. The population in this study used 250 respondents, and the sample was consumers who bought Ramen ya, by distributing questionnaires to social media Instagram, Twitter, and WhatsApp. This study will be held in October-December 2024 at Ramen Ya, which is located in South Jakarta.

In measuring the variables, researchers compiled a questionnaire that assessed typical food (X1), product quality (X2), service quality (X3), and eWOM (Y1) and purchasing decisions (Y2). The measurement scale of the variables used was a Likert scale of 1-5 choices, with gradations from: (5). Strongly agree, (4). Agree, (3). Neutral, (2). Disagree & (1). Strongly disagree.

4. RESULT AND DICSUSSIONS

4.1. Description of responden

Characteristic	Amount	Presentation (%)
Gender		
Male	117	45,9%
Female	138	54,1%
Age		
<20 years	55	21,6%
21-30 years	172	65,7%
31-40 years	25	9,8%
>40 years	3	1,2%
Job		

Students	172	67,5%
Private employee	54	21,2%
Civil servants	10	3,9%
Other	19	7,5%
Purchase intensity		
2	90	35,5%
3-5	74	29%
>5	91	35,7%
Get information from		
Social media	163	63,9%
friends	92	36,1%

Sources: Data is processed using smartPLS version 3, 2025

According to the respondent profile, 45.9% of respondents are male and 54.1% of respondents are female. This shows that both men and women are interested in making purchases at the restaurant. Respondents aged between 21-30 years have a value of 65.7% of the data above, and student status is the majority (67.5%) of the data obtained, this shows the relationship between being a student status and being between the ages of 21 to 30 years. From the data obtained, 35.7% of consumers make purchases more than 5 times, and get information from social media by 63.9%.

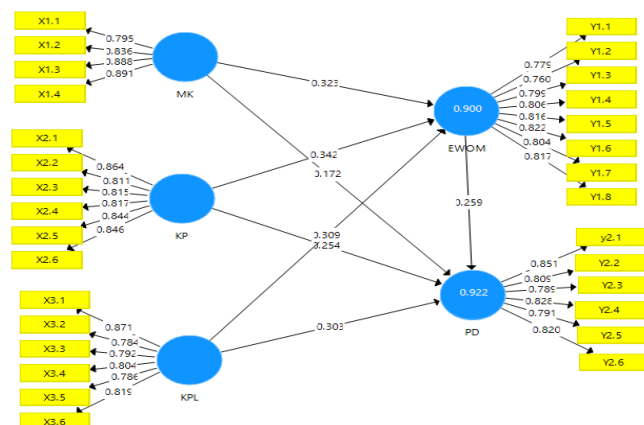### 4.2. Measurement Model (Construction Validity and Reliability)

Figure 2 : Measuring model with outer loading

Sources: Data is processed using smartPLS version 3, 2025

In this study, three exogenous variables, namely typical food, product quality, and service quality, are used in the modeling, while eWOM and purchasing decisions serve as endogenous variables. External loadings, often referred to as loading factors, are used to test convergent validity. If the external loading value is greater than 0.05, an indicator is considered to meet the convergent validity criteria with a good category. Based on the information in Figure II, no variable indicators have a value below 0.05, which means that all indicators can be used in further research.

4.3. Convergent Measurement Items, Reliability and Validity

Variable	Indicator	Item	Standard Estimation	Reliability	AVE
Typical food	1.Local ingredients **2.** Handmade food 3. Food quality & safety local ingredients (Xiaomin, 2017)	X1.1 X1.2 X1.3 X1.4	0.795 0.836 0.888 0.891	0.915	0.729
Product Quality	1.Appearance 2. Texture 3. Flavor (Vaclavik & Christian, 2014)	X2.1 X2.2 X2.3 X2.4 X2.5 X2.6	0.864 0.811 0.815 0.817 0.844 0.846	0.932	0.694
Service quality	1.Reliability 2. Responsiveness 3. Assurance 4. . Empaty 5. Tangibles (Parasuraman, Zaithaml, Valerie, et al., 1988)	X3.1 X3.2 X3.3 X3.4 X3.5 X3.6	0.781 0.784 0.792 0.804 0.786 0.819	0.919	0.656
e-WOM	1.Understandable 2. Helpful 3. Credible 4. Highly ranking & Recommendation (Lin et al., 2013)	Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8	0.799 0.760 0.799 0.806 0.816 0.822 0.804 0.817	0.935	0.641
Purchase decisions	1.Need recognition 2. information search 3. Evaluation of alternatif 4. Purchase decisions 5.Postpurchase behaviour (Kotler et al., 2018)	Y2.1 Y2.2 Y2.3 Y2.4 Y2.5 Y2.6	0.851 0.809 0.789 0.828 0.791 0.820	0.922	0.664

Sources: Data is processed using smartPLS version 3, 2025

A loading factor is a figure that illustrates the correlation between an indicator's value measuring a certain construct and the value of a question item. A loading factor value greater than 0.7 is regarded as legitimate. The loading factor threshold employed in this investigation was 0.7. Table 2 displays the loading factor results based on data processing using SmartPLS 3.0. Since there are more than 0.07 cross loadings on each variable indicator, the data utilized can be deemed legitimate and trustworthy.

4.4. Discriminant Validity – Cross loading

Indicator	Typical food	Product quality	Service quality	e-WOM	Purchase decisions
X1.1	**0.795**	0.690	0.687	0.697	0.691
X1.2	**0.836**	0.739	0.772	0.763	0.747
X1.3	**0.888**	0.826	0.845	0.802	0.848
X1.4	**0.891**	0.832	0.845	0.838	0.846
X2.1	0.769	**0.864**	0.808	0.796	0.813

X2.2	0.711	**0.811**	0.738	0.796	0.729
X2.3	0.755	**0.815**	0.787	0.771	0.769
X2.4	0.761	**0.817**	0.790	0.775	0.803
X2.5	0.771	**0.844**	0.777	0.771	0.778
X2.6	0.745	**0.846**	0.763	0.763	0.775
X3.1	0.802	0.810	**0.871**	0.792	0.830
X3.2	0.706	0.722	**0.784**	0.709	0.725
X3.3	0.761	0.744	**0.792**	0.757	0.757
X3.4	0.747	0.769	**0.804**	0.782	0. 779
X3.5	0.724	0.716	**0.786**	0.733	0.732
X3.6	0.753	0.770	**0.819**	0.729	0.736
Y1.1	0.723	0.727	0.735	**0.779**	0.724
Y1.2	0,701	0.692	0.690	**0.760**	0.695
Y1.3	0.750	0.749	0.758	**0.799**	0.757
Y1.4	0.762	0.770	0.791	**0.806**	0.795
Y1.5	0.706	0.743	0.752	**0.816**	0.752
Y1.6	0.739	0.767	0.718	**0.822**	0.741
Y1.7	0.705	0.704	0.713	**0.804**	0.728
Y1.8	0.798	0.759	0.777	**0.817**	0.778
Y2.1	0.770	0.758	0.750	0.788	**0.809**
Y2.2	0.733	0.746	0.751	0.726	**0.789**
Y2.3	0.770	0.792	0.816	0.776	**0.828**
Y2.4	0.716	0.702	0.737	0.739	**0.791**
Y2.5	0.719	0.761	0.751	0.735	**0.820**
Y2.6	0.792	0.795	0.788	0.796	**0.851**

Sources: Data is processed using smartPLS version 3, 2025

The results obtained in Table show that the indicators in each variable, namely Typical Food, Product Quality, Service Quality, eWOM, and Purchasing Decisions, have a cross loading value of > 0.7. This means that each indicator has the highest cross loading value on the variables it forms, compared to other variables. Thus, it can be concluded that the indicators used in this study have met high discriminant validity in the preparation of each variable.

4.5. Multikolinearitas – Inner VIF Value

	Typical food	Product quality	Service quality	e-WOM	Purchase decisions
Typical food				7.760	9.992
Product quality				8.641	9.813
Service quality				10.692	11.646
e-WOM					8.802
Purchase decisions					

The VIF values in this study range from 7,760 to 11, 646 with a VIF value of more than 5.0. This finding indicates that there is a multicollinearity problem between the independent variables.

4.6. R-Square

	R - Square	Adjusted R-Square
e-WOM	**0.915**	**0.914**
Purchase decisions	**0.908**	**0.906**

Sources: Data is processed using smartPLS version 3, 2025

In Table 5 above, the determination coefficient value ranges from 0 to 1. Based on the table, the determination coefficient for Purchasing Decision is 0.915 and for eWOM is 0.908. This shows that the variables of typical food, product quality, and service quality (independent variables)memiliki pengaruh yang signifikan terhadap variabel terikat, yaitu Keputusan Pembelian dan eWOM.

4.7. F -Square

	e-WOM	Purchase decisions
Typical food	0.134	0.043
Product quality	0.136	0.084
Service quality	0.089	0.101
e-WOM		0.086
Purchase decisions		

Sources: Data is processed using smartPLS version 3, 2025

Calculating the size effect (f²) in the model aims to assess whether the deletion of a construct has a significant impact on endogenous constructs. The criteria for the effect of size f^2 are as follows: if the value of $f^2 = 0.02$, then the effect of size is considered small; if $f^2 = 0.15$, the size effect is considered moderate; and if $f^2 = 0.35$, the effect of size is considered large.

4.8. Prediction Accuracy Test (Q2)

	SSO	SSE	Q² (=SSE/SSO)
Typical food	1.020.000	468.230	0.541
Product quality	1.530.000	662.511	0.567
Service quality	1.530.000	743.179	0.514
ewom	2.040.000	948.109	0.535
Purchase decisions	1.530.000	725.793	0.526

Sources: Data is processed using smartPLS version 3, 2025

The Q2 value shown in Table 6 can be used to measure prediction accuracy. The model is regarded as having high prediction accuracy if the Q2 value is greater than 0. On the other hand, the model is regarded as having low accuracy if Q2 is less than 0. With values ranging from 0.514 to 0.567, the table demonstrates that the model offers a high degree of prediction accuracy for variables with Q2 > 0.
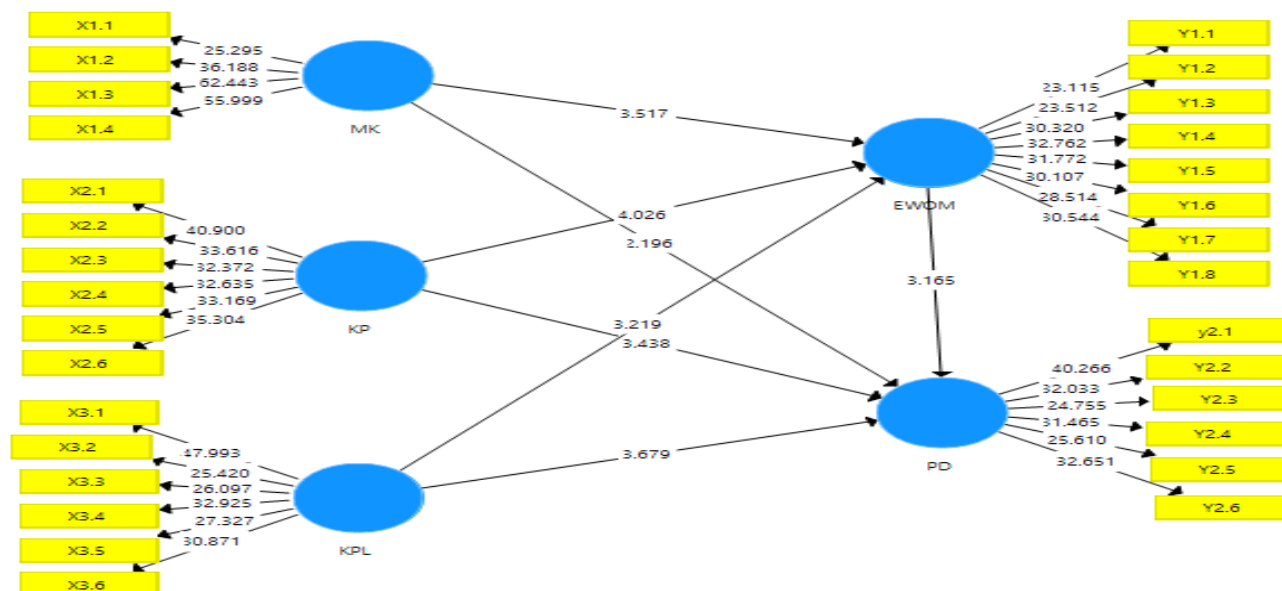
4.9. Hyphotesis test

Figure 3. hypothesis Model

Sources: Data is processed using smartPLS version 3, 2025

Hypothesis testing in this study was conducted using SmartPLS (Partial Least Square) software version 3.0. The results obtained through this bootstrapping process follow the criteria that the t statistic must be greater than 1.96 with a significant p-value of 0.05 (5%) and a positive beta coefficient value. The results of the hypothesis test can be seen in Table 8, while the visualization of this research model can be seen in Figure 3.

4.10.Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
TYPICAL FOOD -> e-WOM	0,323	0,317	0,091	3,563	0,000	
TYPICAL FOOD -> PURCHASE DECISIONS	0,172	0,174	0,079	2,162	0,031	
PRODUCT QUALITY -> EWOM	0,342	0,341	0,084	4,072	0,000	
PRODUCT QUALITY -> PURCHASE DECISIONS	0,254	0,257	0,075	3,390	0,001	
SERVICE QUALITY -> EWOM	0,309	0,317	0,097	3,191	0,002	
SERVICE QUALITY-> PURCHASE DECISIONS	0,303	0,305	0,085	3,578	0,000	
SERVICE QUALITY ->	0,259	0,252	0,084	3,085	0,002	

Sources: Data is processed using smartPLS version 3, 2025

In Table 4.10 above, it can be seen that the relationship between typical food and eWOM has a value of t = 3.563, which shows t > 1.96, and p = 0.000, which means p < 0.05, so the hypothesis is accepted. The relationship between typical food and purchasing decisions shows a value of t = 2.162, with t > 1.96, and p = 0.031, which also means p < 0.05, so the hypothesis is accepted. Furthermore, the relationship between product quality and eWOM has a value of t = 4.072, with t > 1.96, and p = 0.000, which means p < 0.05, so the hypothesis is accepted. The relationship between product quality and purchasing decisions is recorded with a value of t = 3.390, t > 1.96, and p = 0.001, which means p < 0.05, so the hypothesis is accepted. In addition, the relationship between service quality and eWOM has a value of t = 3.191, which shows t > 1.96, and p = 0.002, which means p < 0.05, so the hypothesis is accepted. The relationship between service quality and purchasing decisions shows a value of t = 3.578, which shows t > 1.96, and p = 0.000, which means p < 0.05, so the hypothesis is accepted. Finally, the relationship between eWOM and purchasing decisions has a value of t = 3.085, with t > 1.96, and p = 0.002, which means p < 0.05, so the hypothesis is accepted.

4.11.Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
TYPICAL FOOD -> EWOM-> PURCAHSE DECISIONS	0,084	0,078	0,032	2,610	0,009	Accepted
PRODUCT QUALITY -> EWOM -> PURCHASE DECISION	0,089	0,087	0,039	2,290	0,022	Accepted
SERVICE QUALITY -> EWOM -> PURCHASE DECISIONS	0,080	0,081	0,039	2,042	0,042	Accepted

Sources: Data is processed using smartPLS version 3, 2025

The findings of the hypothesis test, which assesses the indirect influence between the variables in this study, are displayed in Table 4.11. The hypothesis is accepted because the association between specialty foods and eWOM-based purchase decisions has a value of t = 2.610, indicating t > 1.96, and p = 0.009, suggesting p < 0.05. The hypothesis is accepted since the link between product quality and eWOM-based purchase decisions is t = 2.290, with t > 1.96 and p = 0.022, signifying p < 0.05. Lastly, the hypothesis is accepted since the link between service quality and eWOM-based purchasing decisions has a value of t = 2.042, indicating t > 1.96, and p = 0.042, implying p < 0.05.

DISCUSSION

In this study, specialty foods have an effect on ewom. The results show that specialty foods have a positive effect on ewom. When someone tries a specialty food from a place, they tend to want to share the experience online, either through social media, reviews, or photo sharing platforms, this results in digital word of mouth promotion, where positive reviews about the taste, authenticity, or unique experience offered by the food. Most consumers tend to trust recommendations from others who have tried the product .

The next research result is typical food on Purchasing Decision, typical food has a positive effect on Purchasing Decision. When consumers choose food products, they usually consider the taste

and experience offered by the food. Typical food often reflects the traditions and identity of a region, which can attract consumers to buy, especially if they are looking for specialties or want to try new experiences.

The results of the next research are that typical food influences purchasing decisions through e-WOM, the hypothesis is accepted and means that typical food not only influences e-WOM, but also influences purchasing decisions

Then it also shows that product quality has a positive effect on eWOM, consumers who are satisfied with product quality will usually share their experiences online. High-quality products tend to generate positive reviews, recommendations, and testimonials that are spread through social media, forums, or review sites. Conversely, products with poor quality often cause complaints and criticisms that are also spread in cyberspace. This is supported by previous research conducted by Muttaqi (2024)Product quality has a significant positive effect on eWOM.

The following demonstrates how decisions to buy are influenced by the quality of the goods. Customers typically select goods that are seen to offer the highest value and successfully satisfy their needs. They will be more likely to buy high-quality products. The findings of a study by Mitasari & Tuti (2024) that product quality influences decisions to buy favorably corroborate this.

The following results show that there is an indirect effect of product quality on purchasing decisions through eWOM, Positive recommendations and testimonials shared digitally have great power in influencing the purchasing decisions of other consumers, good ramen quality not only increases consumer satisfaction, but also plays an important role in expanding the influence of eWOM, which can increase sales and attract new customers. This is supported by research which reveals that there is an indirect effect of product quality through electronic word of mouth on purchasing decisions (Nurjanah & Khuzaini, 2024).

The next result shows that service quality has an effect on ewom. When restaurant staff provide friendly, responsive, and sensitive service to customer needs, it leaves a positive impression that encourages them to share the pleasant experience on social media or review platforms. This statement is supported by research conducted by Riandani (2024) which states that service quality has a positive effect on eWOM.

The results show that service quality influences purchasing decisions. When customers are satisfied with the treatment they receive, they tend to return and make the restaurant their first choice. In addition, good service can create a pleasant atmosphere, which can encourage consumers to buy more or try other menus. Previous research states that service quality influences purchasing decisions, namely (Yuliana & Tuti, 2024).

After that, the study showed that service quality has a positive effect on purchasing decisions through ewom. Fast, friendly, and professional service can create a positive experience for consumers, who then tend to share the experience online through social media, this can attract other consumers to try the restaurant. This statement is supported by research conducted by Surenda et al., (2022) which revealed that service quality has a significant effect on purchasing decisions through eWOM.

The last result shows that ewom has a positive effect on purchasing decisions. When consumers read positive reviews or see recommendations about the taste, quality, and experience at a ramen restaurant through social media or review sites, they are more interested in trying the ramen. Testimonials from other people who have tried the product provide a sense of trust and confidence, especially for consumers who are trying it for the first time. Previous research also revealed that ewom has an effect on purchasing decisions (Putri et al., 2024)

5. CONCLUSION

This study shows that variables that can have a direct and positive influence on electronic word of mouth include specialty foods, product quality and service quality. In addition, variables that directly contribute positively to purchasing decisions are specialty foods, product quality and service quality.

As for those that directly influence purchasing decisions, namely electronic word of mouth, and variables that can indirectly influence through mediation are typical foods, product quality, service quality on purchasing decisions, with electronic word of mouth mediators proven to have a positive effect. Therefore, further research is needed on other aspects that increase purchasing decisions that are not included in this study, of course by considering the research factors that are expected in the field of further research can provide more in-depth information on how to create a more effective marketing strategy, to get better results in increasing purchasing decisions at this restaurant.

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