

How Electronic Word of Mouth, Customer Experience, and Satisfaction Shape Consumer Purchase Decisions in Specialty Food Retail Tukies Coconut Shop

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Abstract

This study aims to analyze the effect of Electronic Word of Mouth (E-WOM), customer experience, and customer satisfaction on purchase decisions at Tukies Coconut Shop in Bali. This research employs a quantitative approach using a survey method. The population consists of people in Bali who are aware of Tukies Coconut Shop through direct visits or social media exposure. A purposive sampling technique was applied, resulting in 156 respondents. Data were collected through questionnaires using a five-point Likert scale and analyzed using multiple linear regression with SPSS software. The results indicate that Electronic Word of Mouth has a positive and significant effect on purchase decisions, customer experience has a positive and significant effect on purchase decisions, and customer satisfaction also has a positive and significant effect on purchase decisions at Tukies Coconut Shop. These findings suggest that positive online information, enhanced customer experiences, and higher levels of customer satisfaction increase consumers' likelihood of making purchasing decisions. This study provides practical insights for culinary MSMEs in developing effective digital marketing strategies and customer-centered experiences.

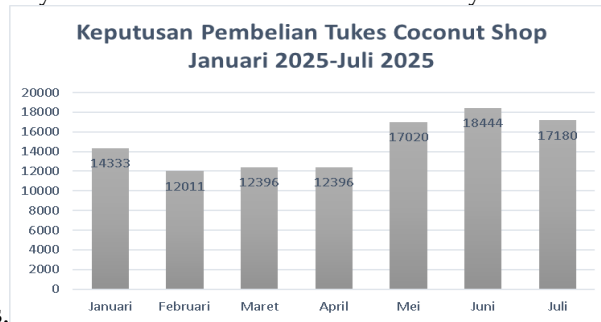
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INTRODUCTION

The intensifying competition in the culinary industry not only drives product innovation but also compels business operators to consistently prioritize customer satisfaction and experience. Observations from several popular culinary brands indicate that even with extensive digital promotions, consumers still rely primarily on the quality of their interactions with the brand when making purchase decisions (Wibowo et al., 2023). Additionally, the proliferation of consumer reviews and testimonials on social media often serves as a distinguishing factor that shapes public perception of a product's quality (Kurniawan & Lestari, 2024). This trend highlights the close relationship between experience, satisfaction, and consumer recommendations expressed through electronic word-of-mouth (E-WOM), which can either strengthen or weaken a brand's image in the eyes of the public. Several studies have found that brands that manage customer experiences effectively tend to generate high levels of satisfaction, which in turn fosters positive E-WOM (Rahmawati et al., 2022). Therefore, the competitive dynamics within the culinary industry underscore the

importance of research that not only examines variables individually but also investigates



their integrative interconnections.

Internal data from Tokies Coconut Shop for the period of January to July 2025 reveals a fluctuating pattern with a tendency to rise in the middle of the year. In January, purchase decisions totaled 14,333 transactions, followed by a decrease in February to 12,011 transactions, and relatively stable figures in March and April at 12,396 transactions each. A substantial increase occurred in May with 17,020 transactions, peaking in June at 18,444 transactions, before slightly declining to 17,180 transactions in July. This trend corresponds with seasonal factors, such as lower customer visits following the year-end holidays and higher tourist traffic during school vacation periods. These seasonal dynamics indicate that consumer behavior in the culinary business, particularly in tourist destinations like Bali, is strongly influenced by the volume of visitors. The observed fluctuations also suggest a connection between external factors and electronic word-of-mouth (E-WOM) as well as consumer experiences, since periods with high tourist presence coincide with increased online and offline sharing of experiences, which positively affects purchase decisions. This situation underscores the importance of designing culinary marketing strategies based on an understanding of seasonal patterns while leveraging E-WOM and customer experience as critical drivers for maintaining sales stability. Consequently, the transaction fluctuations at Tokies highlight the urgency for empirical research examining the impact of E-WOM, customer experience, and customer satisfaction on consumer purchase decisions.

The fluctuations in transaction volume at Tokies Coconut Shop illustrate that the success of culinary marketing strategies cannot rely solely on product differentiation or the popularity of electronic word-of-mouth (E-WOM); attention must also be given to the quality of customer experience and the satisfaction they derive. This situation underscores the importance of research, considering that many local culinary brands face similar challenges—high digital exposure does not always translate into increased actual sales (Ambarwati et al., 2023). Previous studies emphasize that positive customer experiences enhance satisfaction, which in turn strengthens E-WOM and its influence on future consumer purchase decisions (Wijaya et al., 2024). Nevertheless, there remains limited research examining the integration of these three variables within the context of local culinary industries, which are heavily affected by seasonal patterns, tourism, and digital trends. Therefore, investigating the relationship between E-WOM, customer experience, and customer satisfaction on purchasing decisions at Tokies Coconut Shop is crucial to address theoretical gaps and provide practical insights for developing effective strategies in the local culinary business sector.

The main issue observed at Tukies Coconut Shop is the gap between the brand's high exposure through electronic word-of-mouth (E-WOM) and the still fluctuating purchase decisions. This situation indicates that digital popularity alone does not necessarily translate into a steady increase in transactions without being supported by high-quality customer experiences and optimal satisfaction levels (Santoso & Wijaya, 2022). Previous studies emphasize that customer satisfaction plays a crucial role in strengthening the impact of both customer experience and E-WOM on purchase decisions, yet research exploring the integrative relationships among these three variables within local culinary brands remains limited (Rahmawati et al., 2022). This context raises a research question regarding how E-WOM, customer experience, and customer satisfaction simultaneously influence consumer purchase decisions. The question is particularly relevant as Tukies Coconut Shop represents a local culinary brand operating in a tourism setting, making the findings potentially valuable for both theoretical development and practical guidance in designing effective marketing strategies for the culinary sector.

Based on the discussion above, conducting a comprehensive study on the influence of E-WOM, customer experience, and customer satisfaction on purchasing decisions at Tukies Coconut Shop is highly relevant. From an academic perspective, this research has the potential to enrich marketing literature, particularly in consumer behavior, by integrating three key variables that have traditionally been examined separately (Ambarwati et al., 2023). Furthermore, the study provides a fresh perspective within the context of local culinary businesses oriented towards tourism, an area that has received relatively little scholarly attention despite its unique dynamics related to seasonal trends and digital exposure (Wijaya et al., 2024). From a practical standpoint, the findings are expected to offer strategic recommendations for the management of Tukies Coconut Shop and other local culinary brands, enabling them to optimize marketing strategies that not only emphasize digital visibility but also enhance customer experience and satisfaction. Therefore, this research aims to contribute both academically and practically, addressing scholarly gaps while offering solutions to challenges faced by the culinary industry in the modern digital and tourism era. Consequently, several research questions have been formulated to guide this study.

METHOD

This study was conducted in Bali, focusing on consumers who are familiar with and engage with Tukies Coconut Shop, a tourism-based culinary MSME with multiple outlets, including three branches in Ubud, one in Icon Mall Sanur, and one in Beachwalk Kuta. The research locations were selected due to Bali's status as a prominent tourist destination, supported by digital marketing efforts and high consumer activity on social media. The substantial digital interactions between customers and Tukies Coconut Shop make it an appropriate context for examining the impact of Electronic Word of Mouth (E-WOM), customer experience, and customer satisfaction on purchase decisions, given that the consumption experience remains relatively consistent across all branches.

This study employed a quantitative approach with a population consisting of residents of Bali who are familiar with Tukies Coconut Shop, either through direct visits or via social media. Since the total population size is unknown, a non-probability sampling technique using purposive sampling was applied. Respondents were selected based on specific criteria: being at least 17 years

old, having prior knowledge of Tukies Coconut Shop, and actively using social media to search for or read reviews about food and beverage products. The sample size was determined following the guidelines of Hair et al. (2021), which recommend 5–10 times the number of research indicators. With 26 indicators and a ratio of 6, the minimum required sample was 156 respondents. To account for potentially invalid data, a target of 170 respondents was set for questionnaire distribution.

The research utilized quantitative data obtained from a combination of primary and secondary sources. Primary data were collected through structured questionnaires using a five-point Likert scale to assess respondents' perceptions of variables including E-WOM, customer experience, customer satisfaction, and purchase decisions. Meanwhile, secondary data were gathered from academic literature, internal company reports, and consumer reviews on digital platforms such as Google Reviews and social media. The data collection instruments were tested for validity and reliability to ensure the accuracy and consistency of the measurements. Collected data were then analyzed statistically using SPSS software to empirically examine the relationships and effects among the research variables.

RESULT AND DISCUSSION

a. Test Validity To Instrument Study

Validity testing is carried out statistically with the help of a program. computer that is IBM SPSS Statistics Version 26. Results test validity is presented in the following table.

Recapitulation Table Results Test Validity

	Variables	Item	Validity	
			Coefficient Correlation	Information
1	E-WOM (X_1)	$X_{1.1}$	0.629	Valid
		$X_{1.2}$	0.694	Valid
		$X_{1.3}$	0.688	Valid
		$X_{1.4}$	0.748	Valid
		$X_{1.5}$	0.626	Valid
		$X_{1.6}$	0.696	Valid
		$X_{1.7}$	0.688	Valid
		$X_{1.8}$	0.701	Valid
2	Customer Experience (X_2)	$X_{2.1}$	0.585	Valid
		$X_{2.2}$	0.492	Valid
		$X_{2.3}$	0.633	Valid
		$X_{2.4}$	0.784	Valid
		$X_{2.5}$	0.766	Valid
		$X_{2.6}$	0.795	Valid
		$X_{2.7}$	0.711	Valid
		$X_{2.8}$	0.623	Valid
		$X_{2.9}$	0.657	Valid
		$X_{2.10}$	0.575	Valid
3	Customer Satisfaction (X_3)	$X_{3.1}$	0.685	Valid
		$X_{3.2}$	0.783	Valid
		$X_{3.3}$	0.794	Valid
		$X_{3.4}$	0.744	Valid
		$X_{3.5}$	0.603	Valid

		X _{3.6}	0.570	Valid
4	Decision Purchase (Y)	Y _{1.1}	0.637	Valid
		Y _{1.2}	0.777	Valid
		Y _{1.3}	0.800	Valid
		Y _{1.4}	0.676	Valid
		Y _{1.5}	0.612	Valid

Source : Attachment 4, processed (2025)

Based on the table above, all indicators of the variables social media marketing, influencer marketing, brand awareness and purchase interest have a correlation coefficient value above 0.30, so the research instrument is valid, so it is worthy of being used as a research instrument.

b. Test Reliability To Instrument Study

Test reliability is tool For measure something questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if the answers provided by respondents are stable over time (Ghozali, 2021). The requirement for an instrument to be reliable is if the Cronbach's Alpha value is > 0.70. A construct or variable is said to be reliable if it provides a Cronbach's Alpha value (Ghozali, 2021). The detailed results of the data processing for the reliability test are presented in Table 2 below.

Table 2 Recapitulation Results Test Reliability

	Variables	Item	Reliability	
			Alpha Cronbach	Information
1	E- WOM	X ₁	0.837	Reliable
2	Customer Experience	X ₂	0.858	Reliable
3	Customer Satisfaction	X ₃	0.793	Reliable
4	Decision Purchase	Y	0.733	Reliable

Source : Attachment 4, (2025)

Based on Table 2 above, all variables have a Cronbach's Alpha coefficient value above 0.70 so that the research instrument is reliable, so it is suitable to be used as a research instrument.

c. Test Assumptions Classic

Classical assumption testing is carried out before using a multiple linear regression model to test the hypothesis. Classical assumption testing is intended so that regression Which obtained later produce biased estimation linear best so that results calculation can interpreted with efficiency and accuracy. This classical assumption testing includes normality tests, multicollinearity tests, and heteroscedasticity tests.

d. Test Normality

According to (Ghozali, 2021), the normality test aims to determine whether the confounding variables or residuals in a regression model have a normal distribution. The

normality test is necessary because For do tests variables Another method assumes that the residual values follow a normal distribution. The method used is the Kolmogorov-Smirnov statistic. This test tool, commonly known as the KS, is available in the SPSS program. The criterion used in this test is to compare the obtained significance level with the alpha level used. According to (Ghozali, 2021), the data is said to be distributed normal when $sig > \alpha = 0.05$. Results test normality is presented in Table 3 below.

Table 3 Results Normality Testing

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		156
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.46574248
Most Extreme Differences	Absolute	.046
	Positive	.038
	Negative	-.046
Test Statistics		.046
Asymp. Sig. (2-tailed)		.200

a. Test distribution is Normal.

b. Calculated from data.

Source : attachment 5, processed (2025)

Based on the Table 3 can be known that value Asymp. Sig. (2-tailed) of 0.200, Where the value is greater of 0.05. This means that all data is normally distributed.

d. Test Multicollinearity

To detect the presence or absence of correlation between variables, the tolerance value and the variance inflation factor (VIF) value can be seen. If the tolerance value is ≥ 0.10 or equal to a VIF value ≤ 10 , then multicollinearity is said to be absent.

Table 4 Results Testing Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	0.319	3,138
	X2	0.304	3,294
	X3	0.321	3,120

Dependent Variable: Y

Source : Attachment 5, processed (2025)

The results of the multicollinearity test in Table 4 show that all variable independent own mark tolerance on 10 percent and the variance indicator factor (VIF) value is less than 10, so it can be said that the regression model does not contain symptoms of multicollinearity.

e. Test Heteroscedasticity

According to (Ghozali, 2021) one way to detect the presence or absence of heteroscedasticity used test glacier, with regressing the absolute residual value against the independent variable. The results of the heteroscedasticity test can be seen in Table 5 as follows:

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.853	.531		1,608	.110
X1	-.042	.025	-.239	-1,690	.093
X2	-.004	.022	-.029	-.199	.843
X3	.075	.035	.296	1.105	.369

Table 5 Results Heteroscedasticity Coefficients ^a

Dependent Variable: Abresid

Source : Attachment 5, processed (2025)

Based on the results of the heteroscedasticity test, it can be seen that the significant value of the independent variables is greater than 0.05 so that it can be said that the model is free from heteroscedasticity.

f. Analysis Regression Linear Multiple

Multiple linear regression analysis is used to determine or obtain an overview of the influence of independent variables on dependent variables. bound. Based on results IBM testing SPSS Statistics Version 26 obtained the following results:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,536	.906		8,316	.000
X1	.104	.042	.227	2,468	.015
X2	.123	.038	.306	3,246	.001
X3	.197	.061	.298	3,256	.001

Dependent Variable: Y

Source : attachment 6, processed (2025)

Based on table 8 it is obtained constant value a and regression coefficient b₁ And b₂ as follows:

a = 7,536

b₁ = 0.104

b₂ = 0.123

b₃ = 0.197

Based on the values above, the multiple regression equation is obtained as follows: Y = 7.536 + 0.104X₁ + 0.123X₂ + 0.197X₃, which means:

a = 7.536 means that if E-Wom activities, customer experience and customer satisfaction do not increase (constant), then purchasing decisions will remain as usual.

$b_1 = 0.104$ means that E-Wom activities have increased, while customers experience and customer satisfaction (constant), then consumer purchasing decisions will increase.

$b_2 = 0.123$ It means if customer experience increase, while E-Wom and customer satisfaction remain the same, then purchasing decisions will increase.

$b_3 = 0.197$ It means if customer satisfaction increases, while E-WOM activities and customer experience remain the same, then purchasing decisions will increase.

g. Analysis Determination

Based on results testing IBM SPSS Statistics Version 26 obtained results as following :

Table 7 Results Analysis Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.583	1.48014

- a. Predictors: (Constant), X3, X1, X2
 - b. Dependent Variable: Y
- Source : Attachment 6, processed (2025)

Table 7 Model Summary, shows Adjusted R Square = 0.583. This result means that there is a contribution of 58.3% from E-Wom, customer experience and customer satisfaction in predicting purchasing decisions. purchases, while the remaining 41.7% is explained by other variables not examined in this study.

h. Test t (Partial)

According to (Ghozali, 2021), the t-statistic test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable.

- a. The influence of E-Wom on purchasing decisions at Tukies Coconut Shop
Based on Table 7, the calculated t value is obtained for the E-Wom variable of 2.468 with a sig value of $0.015 < \text{sig} \leq (0.05)$, because the significance of 0.015 is smaller than 0.05, E-Wom activities have a positive and significant effect on purchasing decisions at Tukies Coconut Shop. The E-Wom coefficient is positive, meaning the E-Wom variable has a positive and significant effect on purchasing decisions at Tukies Coconut Shop.
- b. The influence of customer experience on purchasing decisions at Tukies Coconut Shop
Based on Table 7, the calculated t value is obtained for the customer experience variable of 3.246 with a sig value of $0.001 < \text{sig} \leq (0.05)$, Because significance 0.001 more small from 0.05 so Customer experience has a positive and significant influence on purchasing decisions on Tukies Coconut Shop. Coefficient customer A positive sign for experience means that the customer experience variable has a positive and significant influence on purchasing decisions at Tukies Coconut Shop.
- c. The influence of customer satisfaction on purchasing decisions at Tukies Coconut Shop

Based on Table 7, the calculated t value is obtained for the customer satisfaction variable of 3.256 with a sig value of $0.001 < \text{sig} \leq (0.05)$, Because significance 0.001 more small from 0.05 so Customer satisfaction has a positive and significant influence on purchasing decisions on Tukies Coconut Shop. Coefficient customer Satisfaction with a positive sign means that the customer satisfaction variable has a positive and significant influence on purchasing decisions at Tukies Coconut Shop.

i. Test Significance In a way Simultan (Test F)

Analysis test This used For test influence in a way simultaneous relationship between E-Wom, Customer Experience, and Customer Satisfaction on Purchasing Decisions at Tukies Coconut Shop. Based on the results of the IBM SPSS Statistics Version 26 test, the following results were obtained:

Table 8 Results F-Count

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	480,741	3	160,247	73,145	.000 ^b
Residual	333,002	152	2,191		
Total	813,744	155			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2 Source: Appendix 6, processed (2025)

Based on Table 8, the F-count value is 73.145. with mark significant 0,000, Because mark significance more smaller than 0.05 means that there is a significant influence between E-Wom, customer experience, and customer satisfaction on purchasing decisions at Tukies Coconut Shop.

Influence E-Wom (X_1) to decision purchase on Tukies Coconut Shop.

Based on the results of the hypothesis testing, the regression coefficient was found to be 0.104, indicating that an increase in E-WOM activity is associated with a higher likelihood of purchase decisions at Tukies Coconut Shop. This finding was further validated through a t-test, which yielded a t-value of 2.468 for the E-WOM variable (X_1) with a significance level of 0.015, which is below the threshold of 0.05. Since the significance value is less than 0.05, it can be concluded that E-WOM has a positive and significant impact on purchase decisions at Tukies Coconut Shop. Furthermore, the results are supported by the average scores obtained from the questionnaire survey. Among the eight indicators measuring the E-WOM variable, the mean score was 4.01, which falls within the 3.40–4.20 range, indicating a good level. This demonstrates that, overall, E-WOM activities effectively contribute to enhancing purchase decisions at Tukies Coconut Shop.

This situation occurs because electronic word-of-mouth (E-WOM) marketing has a highly positive and significant effect on product purchase decisions for several key reasons, all of which are rooted in trust, credibility, and risk reduction. E-WOM acts as a bridge that establishes trust between the business and potential buyers. The greater the volume and positivity of E-WOM, the higher

the consumer trust, the lower the perceived risk, and ultimately, the stronger the influence on encouraging purchase decisions at Tukies Coconut Shop.

Customer Experience (X 2) on purchasing decisions at Tukies Coconut Shop

This phenomenon arises because electronic word-of-mouth (E-WOM) marketing exerts a strong and significant influence on consumers' purchasing decisions for several reasons, primarily related to trust, credibility, and perceived risk mitigation. E-WOM functions as a channel that fosters confidence between businesses and potential buyers. As the volume and positivity of E-WOM increase, consumer trust grows, perceived risks decline, and the overall impact on motivating purchase decisions at Tukies Coconut Shop becomes stronger.

Customer Satisfaction (X 3) towards purchasing decisions at Tukies Coconut Shop

The results of the hypothesis test revealed a regression coefficient of 0.197, indicating that an increase in customer satisfaction is associated with a higher likelihood of purchase decisions at Tukies Coconut Shop. This relationship was further examined using a t-test, which produced a t-value of 3.256 for the customer satisfaction variable (X3) with a significance level of 0.001, below the 0.05 threshold. Since the significance value is less than 0.05, it can be concluded that customer satisfaction has a positive and significant effect on purchase decisions at Tukies Coconut Shop.

Additionally, the findings are reinforced by the average scores from the questionnaire responses. Across six indicators measuring customer satisfaction, the mean score was 4,11, falling within the 3.40–4.20 range, indicating a good level. These results suggest that overall customer satisfaction effectively contributes to enhancing purchase decisions at Tukies Coconut Shop.

Variables Which influential dominant to decision purchase on Tukies Coconut Shop

Although all three variables influence one another, in the context of modern competition, customer experience tends to play a more dominant and fundamental role in shaping purchase decisions. This is because customer experience serves as the foundation for both satisfaction and electronic word-of-mouth (E-WOM), encompassing broader and more emotional dimensions. Essentially, customer experience acts as an overarching factor that integrates the other variables. Positive experiences drive satisfaction, and high satisfaction, in turn, stimulates favorable E-WOM. In the purchasing decision process, customer experience is particularly influential because it determines what consumers feel (emotionally), how they perceive the process, and whether they are likely to recommend the brand, making it a critical factor that underpins purchase intentions and actions. These findings are consistent with previous studies (Abdien & Helmy, 2024; Hamdani et al., 2023), which indicate that positive customer experiences create strong emotional and sensory engagement, ultimately encouraging actual purchases. Therefore, the hypothesis stating that customer experience is the most dominant factor affecting purchase decisions at Tukies Coconut Shop, compared to E-WOM and customer satisfaction, is supported.

CONCLUSION

Based on the data analysis and discussion, it can be concluded that Electronic Word of Mouth (E-WOM), customer experience, and customer satisfaction each have a positive and significant effect on purchase decisions at Tukies Coconut Shop. E-WOM was found to enhance purchase decisions, with a regression coefficient of 0.104 and a significance value of 0.015 (< 0.05), indicating that more frequent and positive E-WOM activity leads to higher consumer purchase intentions. Customer experience also showed a positive and significant effect, with a regression coefficient of 0.123 and a significance level of 0.001 (< 0.05), suggesting that better customer experiences contribute to an increase in purchase decisions. Furthermore, customer satisfaction was found to positively and significantly influence purchase decisions, with a regression coefficient of 0.197 and a significance of 0.001 (< 0.05), indicating that higher levels of customer satisfaction correspond to a greater likelihood of consumers making purchases at Tukies Coconut Shop.

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