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Investigating the e-WOM Features Influencing Purchase Intention at Korean Restaurants based on SOR Theory

Susy Marlyni Debataraja[1], Wing Keung Wong[2], Cecilia Burju Pandiangan[3] and Susilo Nur Aji Cokro Darsono[4]

Abstract: The growing fascination among Indonesians with Korean cuisine and the escalating usage of social media platforms has led to a significant reliance on electronic Word-of-Mouth (e-WOM) as a pivotal determinant for restaurant selection. This research aims to investigate the influence of e-WOM features, including Celebrity Endorsements, Influencer Recommendations, and Customer Reviews, on the purchase intentions of Indonesian consumers concerning Korean restaurants. Employing a deductive framework and quantitative methodologies, primary data collection was conducted. The findings underscore the paramount importance of Customer Reviews in shaping Indonesian consumers' decision-making processes when selecting Korean restaurants. These reviews are valued for their perceived authenticity and representation of diverse viewpoints, distinguishing them as credible and influential sources. In contrast, while Celebrity Endorsements and Influencer Recommendations influence consumer attitudes and perceptions, they do not significantly impact purchase intentions. This study provides valuable insights into the dynamics of e-WOM's influence on the Indonesian culinary landscape, with a specific emphasis on Korean restaurants. These findings hold practical significance for restaurant operators and marketers who leverage e-WOM to effectively engage and cater to diverse consumer segments within the Indonesian market.
Keywords: e-WOM; Purchase Intention; SOR Theory
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AFFILIATION:
[1] Department of Business Administration, Asia University Taiwan, Taiwan
[2] Department of Finance, College of Management, Asia University Taiwan, Taiwan
[3] Global Master of Business Administration, Tunghai University, Taichung City, Taiwan
[4] Department of Economics, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, Special Region of Yogyakarta, Indonesia

*CORRESPONDENCE:
susy.debataraja@gmail.com

Introduction

The rapid development of technology and the discovery of social networks positive-ly impacted the marketing sector, which led to the use of electronic Word of Mouth (eWOM) that developed from Word of Mouth (WOM) (Nofal et al., 2022; Yang, 2017). The term influential marketing tool has been inseparable from eWOM for a long time, and eWOM is getting more impactful to society (Zhang et al., 2010). Celebrity, influencer, and customer reviews are essential to eWOM as they represent customers who share their opinions or judgments of a product or service with other potential customers via the internet. Trends have given eWOM the opportunity to be used as a promotional tool to increase purchase

intention. One of the trends in Indonesia is the Korean wave, which resulting a significant rise in Korean restaurants. The excitement of Indonesians in trying Korean cuisine and increasing social media usage in Indonesia, as currently, 68% of Indonesians are active on social media and 62.1% using the internet (BPS-Statistics Indonesia, 2022; INSG., 2022), makes Indonesians rely on eWOM to choose the preferable restaurant and eWOM influence on the food industry turning to a leading topic. The rise of Korean restaurants is happening in Indonesia; as proven by Statista (2020), 59.8% of respondents said Korean cuisine is trendy in Indonesia. South Korean restaurants have been popular for Indonesian families and communities to gather and experience different food (Anwar, R. & Anwar, 2014). This research aims to find whether there is a significant correlation between e-WOM features such as Celebrity, Influencer, and Customer Reviews toward the purchase intention of Korean restaurants in Indonesia in terms of age, gender, and location, as this research was conducted by comparing three types of eWOM focusing on Korean restaurants in Indonesia. The findings of this research provide the e-WOM features influencing Purchase Intention towards Korean Restaurants in Indonesia and recommend effective and applicable ways to reach different groups of people to Korean restaurants in Indonesia through e-WOM.

The restaurant industry in Indonesia encompasses various types of food service operations, including full-service and quick-service restaurants, cafés and bars, street stalls, and kiosks, as well as 100% home delivery restaurants (Mordor Intelligence, 2023). As of 2020, the culinary business in Indonesia witnessed significant growth, with a total of 11,233 units, comprising 8,042 (71.65%) restaurants, 269 (2.40%) catering establishments, and 2,912 (25.95%) businesses falling into other categories (BPS – Statistics Indonesia, 2022). Amidst this flourishing culinary landscape, Indonesia has emerged as one of the focal points for promoting Korean cuisine to facilitate the success of gastro-diplomacy initiatives (Margaretha, 2021).

The proliferation of Korean restaurants in Indonesia is evident through the establishment of food and beverage businesses from South Korea, garnering widespread positive feedback on various social media platforms. Although official governmental data on Korean restaurants in Indonesia is lacking, information from select cities indicates a notable presence, with 67 Korean restaurants in Jakarta, 13 in Yogyakarta, 20 in Surabaya, and 19 in Malang (Hasanah & Rencidiptya, 2020; Nurhasanah, 2019; Rangkuti, 2018; Sugianto, 2020).

Moreover, the stimulus-organism-response (SOR) theory posits that environmental stimuli can elicit internal and physical states in individuals, subsequently influencing their behavioral responses (Jacoby, 2002). This theory has become instrumental in understanding and interpreting consumer behavior, particularly in the restaurant industry. By examining consumer Purchase Intentions in Korean restaurants through the lens of the SOR theory, this research conceptualizes Celebrity, Influencer, and Customer Review as stimuli, customer Perceived Trust as the organism, and Purchase Intention as the response.
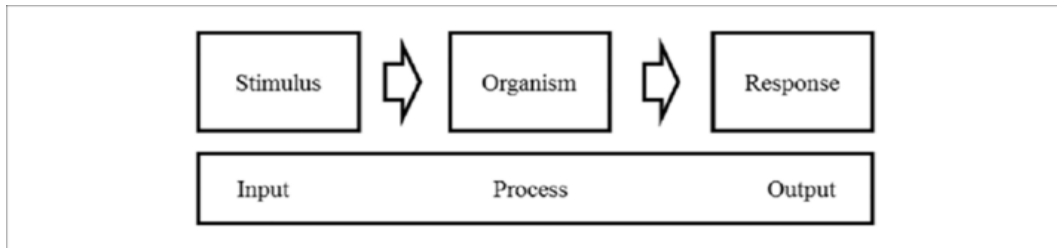
Figure 1 Stimulus Organism Response (SOR) Theory Model by Mehrabian & Russel (1974)

In contemporary marketing discourse, Electronic Word of Mouth (eWOM) has emerged as a potent tool, defined as "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, p.39). eWOM encompasses various forms of online communication, including social media recommendations, celebrity and influencer-generated content, brand reviews, and user interactions within virtual communities (Matute-Vallejo et al., 2015; Zhang et al., 2010). Notably, eWOM behavior exhibits significant variations across age groups, generations, and genders, with teenagers and young adults displaying heightened eWOM consumption influenced by online marketing content (Lenhart et al., 2015; Mishra et al., 2018). Moreover, individuals, particularly females, rely on eWOM to gather information before making purchasing decisions, drawn by its accessibility, risk-reducing potential, and ability to secure competitive prices (Goldsmith & Horowitz, 2006; Kim et al., 2011).

The impact of Electronic Word of Mouth (eWOM) on purchase intention, defined as the likelihood of individuals purchasing a specific product (Schiffman & Kanuk, 2000; Yorganci, 2020), has garnered significant attention in marketing research. eWOM platforms provide individuals with a forum to share opinions, recommendations, and feedback, influencing others' purchasing decisions by liking, commenting, and posting (Alboqami et al., 2015; Erkan & Evans, 2016). However, it is crucial to recognize that not all eWOM content on social media platforms yields the same impact on consumers' purchase intentions (Erkan & Evans, 2016). This variability underscores the need for a nuanced understanding of how eWOM operates within specific industries, particularly in the context of experience goods, such as those offered within the restaurant industry (Jiménez & Mendoza, 2013).

In Indonesia, the restaurant sector has embraced online platforms with vigor, with 71.74% of restaurants utilizing the Internet as a promotional tool (BPS-Statistics Indonesia, 2022). In this digital landscape, restaurant ratings and reviews are pivotal in shaping consumer behavior. These reviews, encompassing evaluations of food quality, service standards, ambiance, and overall dining experiences, serve as crucial factors in influencing consumers' purchasing decisions and mitigating uncertainties related to product quality (Kim et al., 2009; Ladhari et al., 2008; Ha et al., 2016).

Against this backdrop, it becomes evident that understanding the dynamics of eWOM in the restaurant industry is paramount for marketers and stakeholders alike. By delving into

the intricacies of how eWOM influences consumer behavior within this context, this study seeks to provide valuable insights that can inform marketing strategies and enhance consumer engagement within the culinary landscape of Indonesia.

A celebrity's ability to promote and reach customers is done with an agreement between themselves and an entity (e.g., a brand), called celebrity endorsement, as a celebrity has a unique position in the advertising market due to their respective careers and constant media attention (Bergkvist & Zhou, 2016). Celebrities perceived as more attractive will likely have consumers' positive behavioral responses to the endorsed product. Still, celebrity endorsements can also be less effective if customers believe that specific celebrities have too many endorsements of products (Ohanian, 1991; Hung et al., 2011). In addition, celebrities substantially influence female teenagers, while male customers are more responsive than females toward female celebrity attractiveness (Bush et al., 2004; Tingchi Liu & Brock, 2011).

An influencer is a person who builds a sizable social network of people who follow them and provide insight into their personal lives, experiences, and opinions through blogging, vlogging, or short content on social media (Veirman et al., 2017). Influencers can persuade their audience to join movements, follow advice, shape attitudes or behavior, and, most importantly, purchase a standard product in the fashion, make-up, and food sectors (Alfawi et al., 2022; Satı & Kazancoglu, 2020). Influencers can be addressed in factors such as the number of followers, engagement rated, the quality of their posts, and frequency of sponsored content (Djafarova & Trofimenko, 2019).

Customer reviews are peer-generated product evaluations posted on the Internet, which can increase decision-makers' confidence as people interact and communicate with others (Mudambi, 2010; Park et al., 2011). Customers review is shown to have great credibility where potential customers can more easily relate to and are likely to evoke empathy (Bickart & Schindler, 2001). The trustworthiness of customer reviews depends on the content of the review; if it is too short or exaggerated, it is less trustworthy (Wei & Lu, 2013). From the gender demographic, female customers are more worried about the trustworthiness of only one review, showing that females tend to read more reviews to verify the quality of experience goods (Wei & Lu, 2013).

Perceived trust is seen as an essential factor influencing consumer perception and emotion. Perceptual trust is the degree to which an individual is willing to act under the opinions and actions of others because of their trust (Al-Saedi et al., 2020). In the context of the restaurant industry, customers' service experience is about their perception of restaurant characteristics (Jeong and Jang, 2011). Customers form their expectations and image and develop relationships with restaurants based on these perceptions. Specifically, the dining experience is positively associated with loyalty and future behavioral intentions (Erkmen & Hancer, 2019)). The restaurant's image is a customer reference point and affects future purchase intentions (Ryu et al., 2008). Besides the impact of the image on future intentions, studies supported the positive effect of image on customer loyalty, which is amplified through satisfaction and trust (Ball et al., 2006).

Customer satisfaction positively affects loyalty in the restaurant industry, and satisfaction affects loyalty through trust (Han & Ryu, 2009; Hyun, 2010).

H₁: Celebrity has an influence on consumers' perceived trust.

H₂: Influencer has an influence on consumers' perceived trust.

H₃: Customer Review has an influence on consumers' perceived trust.

The final element, "response," refers to attitudes and behavioral intentions based on cognitive and emotional responses (Floh & Madlberger, 2013). Approach and avoidance behaviors or intentions can be seen as reactive elements (Sherman et al., 1997). Purchase intention refers to the probability that a consumer will purchase a product or service (Yoo et al., 2000) and has an essential impact on the actual purchase behavior of consumers. The influence of eWOM on purchase intention can be found in the experience goods; one is the restaurant industry (Jiménez & Mendoza, 2013). Nowadays, 71,74% of restaurants in Indonesia intensely use the Internet as a promotional tool (BPS-Statistics Indonesia, 2022) as the evaluations on food quality, services, space, and experiences play a significant role in increasing consumer purchase intention (Kim et al., 2009; Ladhari et al., 2008; Ha et al., 2016).

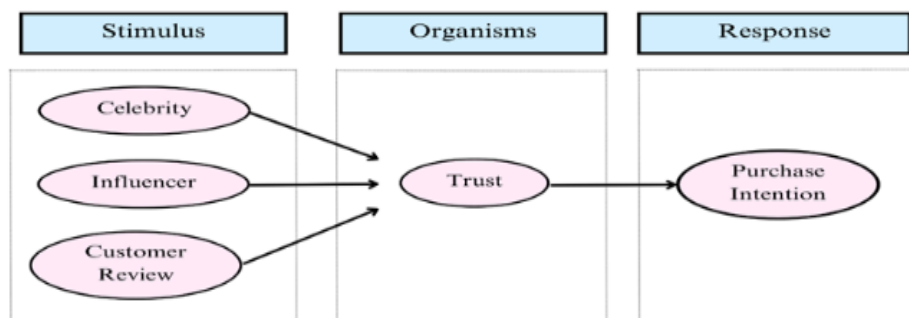*H₄: Consumers' perceived trust has an influence on purchase intentions.*

Figure 2 Conceptual Framework

Research Method

This research employed primary research, specifically adopting a deductive approach and employing quantitative methods. The primary data was collected by Google Forms in English and Indonesian, and 239 valid responses were collected in March 2023. The non-probability snowball sampling was used to reach more Indonesians regardless of age, gender, and demographic location. The questionnaire was divided into five sections: the first section was to find the most trustworthy e-WOM, which influenced the respondents,

followed by each type of e-WOM (celebrity, influencer, and customer review) and ended with the demographical questions section. An additional section was included at the beginning as a screening question and definition of the three types of e-WOM, along with photos for respondents' reference. 5-point Likert scale questions were used to measure the perspective of each type of e-WOM, and the frequency scale was used to understand the frequency of purchasing in a Korean restaurant in Indonesia. Variables such as age, gender, and geographical location were created to determine the different perspectives based on various backgrounds. Based on BPS Statistics Indonesia (2022), the age was divided into categories.

The questionnaire's reliability was tested using Cronbach's Alpha coefficients. Cronbach's Alpha with a scale greater than 0.80 is acceptable (Shrout & Fleiss, 1979). The alpha coefficient for this study is 0.947, meaning the questions had very high internal consistency. A three-stage translation process (Van de Vijver & Hambleton, 1996) was also used to check the reliability of the questionnaire, which was first translated from English to Indonesian by a translator. Another translator then retranslated the questionnaire into English. Last, the translation was checked for disparity and error with the first version. After translation, a pilot test was conducted to identify problems and errors, detect correct interpretation of the questions, and ascertain that the order of the questions did not influence the respondent's answer (Ruel et al., 2016). The data collected was tested by SPSS. The 5-point Likert scale was analyzed using descriptive statistics to summarize by generating average mean and standard deviation—the two-variable comparison, like gender, was analyzed by t-test. Moreover, to compare three or more variables, like age and demographic location, were analyzed by ANOVA. Besides SPSS, Google Sheets was also used to create a better visual and clear understanding of pie and bar charts.

Result and Discussion

Questions were based on Information Acceptance and Information Processing Theory. Four main factors of Information Acceptance affect customer purchase intention, including quality of information as the power of a persuasive message, the credibility of information as the initial aspect of a person's persuasion process, the need for information, and the attitude toward the information. Meanwhile, Information Processing Theory focuses on how information goes into the memory, how it is stored, and how it is retrieved in case of need. As a result, the questions were categorized into four factors affecting customer purchase intention: quality, credibility, needs, and attitude. The demographic information with the majority, 79.92% of female respondents, 63.60% of 20-24 years old respondents, and 77.41% of respondents living in Java, are shown in Table 1

Table 1 Demographic information of the respondents

Demographic	Variables	Frequency (n)	Percentage (%)
Age	17-19	52	21.76%
	20-24	152	63.60%
	25-29	17	7.11%
	50-54	11	4.60%
	55-59	7	2.93%
Gender	Male	48	20.08%
	Female	191	79.92%
Geographical	Java	185	77.41%
Location	Sumatra	30	12.55%
	Kalimantan/ Borneo	10	4.18%
	Sulawesi	8	3.35%
	Bali	6	2.51%

Respondents' Perception

Respondent's perception of the three types of e-WOM is reflected in Figure 3, which shows that 65.7% chose customer reviews as the most trustworthy source to seek information and strengthen their purchase decision for Korean restaurants in Indonesia. The number continues by influencer with 28.0%, and celebrity places last with only 6.3%.
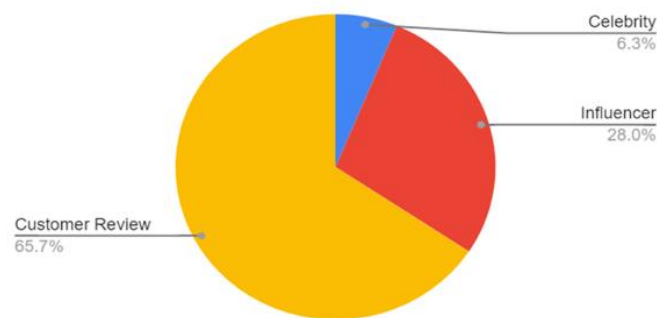

Figure 3 e-WOM Trustworthiness in Indonesia

To strengthen the result above, respondents are asked how frequently they consumed at a Korean restaurant because of each type of eWOM. Based on their previous experience (see Figure 4), 44% of respondents agree that customer review is their first source of information and is frequently consumed because of customer reviews.
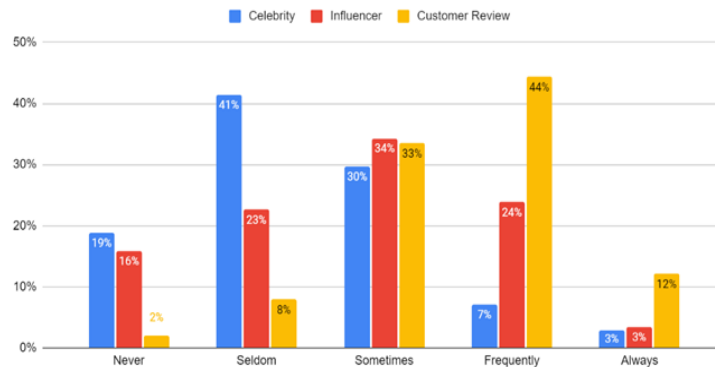
Figure 4 Frequency of Consumption based on Different eWOM

Customer reviews can be found on many online platforms (Figure 5). Indonesians tend to seek reviews from Google Reviews and food delivery apps such as GO-JEK or GRAB; therefore, these are the highest contributors to influencing people's purchase decisions. On the other hand, influencer photos/videos also play an essential role as they are highly exposed to many people.
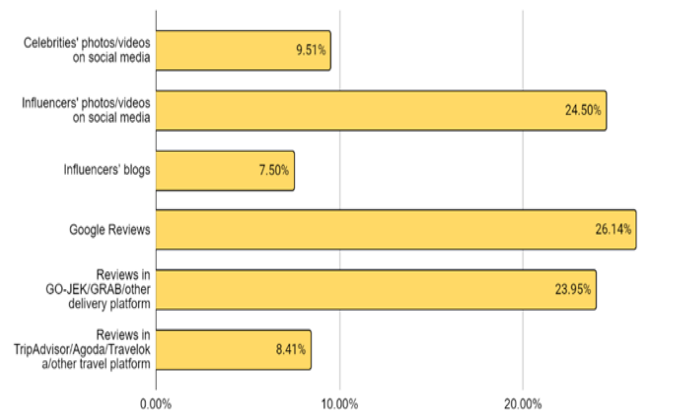

Figure 5 eWOM Platforms

Comparison of e-WOM toward Different Factors

The factors of different types of e-WOM are tested with descriptive statistics shown in Tables 2 and 4, which suggest that customer reviews play better than influencers and celebrities. Customer reviews with an upper range mean score (M≥4.00) reflect Indonesians' belief that customer reviews are high in quality, credibility, needs, and attitude factors. Credibility is the most crucial factor in customer review (M=4.12), which is consistent with the findings of Bickart & Schindler (2001). Indonesians agree that customer reviews are credible, helpful, and easy to relate to, which can increase the confidence and willingness to consume at the reviewed Korean restaurant, strengthened by a study by Leong et al., 2021 where the credibility of information functions as the main decisive in consumers' decision-making process.

On the other hand, celebrities and influencers have lower mean scores for the four factors, ranging between 2.50 to 3.50. This reflects that celebrities and influencers cannot convince them to consume in a Korean restaurant in Indonesia since quality, credibility, needs, and attitude do not have significance to them. Celebrity and influencers have the same role, which influences people to do several actions such as seek their content as well as give responses through comments, likes, and sharing to their social groups, proven by the attitude of people toward influencers get the highest mean score (M=3.49) same with celebrity (M=2.98). Promotion by using media from celebrities and influencers is more advantageous for people to recommend to others since the majority of Indonesians are willing to share information from celebrities and influencers about Korean restaurants because Indonesian has an interest in their content, especially if the content is appealing photos and/or videos, have an attractive way of talking or eating, and the contents have reliable information. This can be shown by the high mean score on questions about informative content on celebrity (M=3.14) and influencer (M=3.61) as well as the way celebrity present (M=3.08) and influencer present (M=3.57) influence their decision to go to a Korean restaurant in Indonesia.

Table 2 Factors of Celebrity Toward Korean Restaurants in Indonesia

Variables	Questions	Mean	Std.	Average Mean
Quality	The frequency of celebrities' endorsements influences my decision to go to a Korean restaurant in Indonesia	2.60	1.21	2.94
	The more informative celebrity content influences my decision to go to a Korean restaurant in Indonesia	3.14	1.18	
	The way the celebrities present their product influenced my decision to go to a Korean restaurant in Indonesia (how they talk, how they eat, their appearance)	3.08	1.18	
Credibility	After reading celebrities' opinions, I have a good impression of the reviewed Korean restaurant and willing to go	2.73	1.11	2.68
	The celebrities' popularity influence my decision to go to a Korean restaurant in Indonesia	2.62	1.18	
Needs	I frequently gather information from celebrities before buying products at Korean restaurants to convince my decision	2.48	1.15	2.65
	I can remember/recall the content that I've read/watched from celebrities about Korean restaurant	2.81	1.13	
Attitude	Reading/ viewing celebrities' opinions makes me confident in purchasing in a Korean restaurant	2.91	1.13	2.98
	I am willing to share the information about Korean restaurants that I get from celebrities	3.04	1.20	

Table 3 Factors of Influencer toward Korean Restaurants in Indonesia

Variables	Questions	Mean	Std.	Average Mean
Quality	The frequency of influencers' endorsement influences my decision to go to a Korean restaurant in Indonesia	3.03	1.21	3.40
	The more informative influencers' content influences my decision to go to a Korean restaurant in Indonesia	3.61	1.16	
	The way the influencers present their product influenced my decision to go to a Korean restaurant in Indonesia	3.57	1.17	
Credibility	After reading the influencers' opinions, I have a good impression of the reviewed Korean restaurant and willing to go	3.33	1.13	3.13
	The number of influencers' followers influences my decision to go to a Korean restaurant in Indonesia	2.92	1.23	
Needs	I frequently gather information from influencers before buying products at Korean restaurants to convince my decision	3.28	1.18	3.33
	I can remember/recall the content that I've read/watched from influencers about Korean restaurant	3.38	1.18	
Attitude	Reading/viewing influencer opinions makes me confident in purchasing in a Korean restaurant	3.47	1.15	3.49
	I am willing to share the information about Korean restaurants that I get from influencers	3.51	1.13	

Table 4 Factors of Customer Review Toward Korean Restaurants in Indonesia

Variables	Questions	Mean.	Std.	Average Mean
Quality	Images and/or videos in customer reviews influenced my decision to go to a Korean restaurant in Indonesia	4.13	0.89	4.09
	The content and length of the review influence my decision-making in choosing a Korean restaurant in Indonesia	4.04	0.89	
Credibility	After reading customer reviews, I have a good impression of the reviewed Korean restaurant and am willing to go	4.04	0.85	4.12
	The high number of restaurant reviews increases my confidence in decision-making toward Korean restaurant	4.19	0.83	
Needs	I frequently gather information from customer reviews before buying products at Korean restaurants to convince my decision	4.08	0.95	3.99
	I can remember/recall the opinions that I've read from customer reviews about Korean restaurant	3.91	0.93	
Attitude	I'm likely to change my decision on choosing a Korean restaurant after viewing positive or negative comments on customer reviews	4.10	0.90	4.00
	Reading customer reviews makes me confident in purchasing in Korean restaurant	4.05	0.91	
	I am willing to share my experience and comments about Korean restaurants on the Internet	3.85	1.03	

Difference between Three Types of eWOM and Demographic Background (Age, Gender, and Location)

Gender

Different genders show different perspectives toward e-WOM, as shown in Table 5. With seven out of ten questions showing significance, celebrity has a more substantial influence on female respondents than male respondents, supporting the study of Bush et al., 2004. Females (M=2.54) gather more information beforehand than males (M=2.19) to convince their buying decision (p=0.05). Celebrities' opinions leave a good impression (p=0.01) and confidence (p=0.05) on females compared to males. Females are also influenced by celebrities' informative content, popularity (p=0.03), and endorsements (p=0.02). However, females (M=3.75) are more likely to search for additional information from other sources than males (M=3.23). Lastly, females are more willing to share celebrity content than males (p=0.05), while males are more reactive toward celebrity attractiveness. This is supported by Liu & Brock (2011), who state that males are more reactive toward celebrity attractiveness due to how they present their products, including how they talk, how they eat, and their appearance.

In customer reviews with only one question showing significant results, female respondents (M=3.72) are more likely to search and read more reviews to ensure their purchase than male respondents (M=3.33). This is supported by Wei & Lu (2013), who state that females are more worried about the trustworthiness of only one review. They will seek other information from different sources. On the other hand, genders do not show significant differences in influencers. Still, the highest mean score lies in the question about informative information from influencers with females (M=3.65) and males (M=3.44).

Table 5 T-test Results Comparing Males and Females on Different Types of eWOM

	Male		Female		
	M	**SD**	**M**	**SD**	**p**
CELEBRITY					
Gather information	2.19	1.25	2.55	1.11	0.05*
Good impression	2.35	1.19	2.83	1.07	0.01**
Popularities	2.29	1.18	2.70	1.17	0.03*
Endorsement frequency	2.23	1.19	2.70	1.20	0.02*
Confident value	2.63	1.20	2.98	1.10	0.05*
Willingness degree to share	2.73	1.41	3.12	1.13	0.05*
Search for additional information	3.23	1.56	3.76	1.23	0.01**
INFLUENCER					
Informative content	3.44	1.18	3.65	1.16	ns
CUSTOMER REVIEW					
Search for additional information	3.33	1.24	3.71	1.12	0.04*

** p ≤ 0.01 (2-tailed).
* p ≤ 0.05 (2-tailed).
Note. M=Mean. SD= Standard Deviation. p=Significance.

Age

There are different relations between different age groups and eWOM, as demonstrated in Table 6. Celebrity shows a highly significant difference between young and old respondents. Gen Z aged 17-19 (M=3.31) and 20-24 (M=3.24) in this study are more exposed to the Internet and social media, resulting in being more involved and having the urge to celebrity content compared to Gen X and Baby Boomers aged 50-54 (M=2.09) and 55-59 (M=1.86). The mean score about how celebrity presents the product among ages 17-19 (M=3.29), 20-24 (M=3.19), 50-54 (M=2.00), and 55-59 (M=1.71) demonstrates that different ages have different importance levels, preference, and idealism. Younger people are more attracted to celebrities with good appearances and engaging ways of eating. In comparison, older people think these are unnecessary. Gen Z immediately acted after seeing the celebrity's content by sharing the information, with mean scores of 17-19 and 20-24 higher than 50-54 and 55-59. Meanwhile, Gen X and Baby Boomers believe instantly after seeing celebrity content and do not seek additional information.

In contrast, age groups show less significant differences in their perspective towards influencers and customer reviews. The age group of 20-24 (M=4.09) would find additional information from other sources after reading the influencer's opinion compared to the age group of 50-54 (M=2.91). The last significant result is the question about images and/or videos of customer reviews (p=0.04). Age 25-29 (M=4.59) are strongly influenced by more pictures and/or videos posted, while age 17-19 (M=3.80) are focused more on written reviews without many images and/or videos.

Table 6 Mean Score of Significance Age Groups

	17-19	20-24	50-54	55-59
	M	M	M	M
CELEBRITY				
Celebrities' informative content	3.31	3.24	2.09	1.86
The way celebrities present their product	3.29	3.19	2.00	1.71
Willingness degree to share	3.17	3.16	1.73	1.71
Search for additional information	3.65	3.85	2.36	2.29
	20-24	50-54		
	M	M		
INFLUENCER				
Search for additional information	4.09	2.91		
	25-29	17-19		
	M	M		
CUSTOMER REVIEW				
Image and/or videos	4.59	3.80		

Location

The last demographic background discussion is geographical locations. There is no significant correlation between celebrities and influencers, which indicates that people from different places have similar points of view toward the quality, credibility, needs, and attitudes of celebrities and influencers, as shown in Table 7.

Meanwhile, customer reviews stand out with five significant results. Table 6 shows that respondents from Sulawesi (M= 4.63) and Sumatra (M= 3.34) have the highest significance (p=0.01) regarding the action on willingness to share information. Respondents from Sulawesi are also more likely to seek Korean restaurants with many reviews. Respondents from Java (M= 4.11) and Sumatra (M= 3.53) also show differences (p=0.03) in the content of reviews. Respondents from Java are looking for lengthier and more detailed reviews, with photos and/or videos as support.

Table 7 Mean Score of Significance Locations

	Sulawesi	Sumatra	Java
	M	M	M
CUSTOMER REVIEW			
Willingness degree to share	4.63	3.34	
A high number of restaurant reviews	4.88	3.63	
Good impression after reading	4.75	3.70	
Content and length of the review		3.53	4.11

Conclusion

In conclusion, this study provides valuable insights into the nuanced dynamics of Electronic Word of Mouth (EWOM) within the Indonesian restaurant industry, focusing specifically on Korean restaurants. While eWOM information is readily accessible through various social networks, our findings highlight the differential impact of multiple forms of eWOM on customer purchasing behavior. Notably, customer reviews emerge as significant determinants of Indonesian consumers' decision-making processes within Korean restaurants due to their perceived credibility and trustworthiness. Conversely, our research reveals limited influence from celebrities and influencers on customer purchase intentions. Moreover, gender, age, and geographical location influence consumer responses to EWOM. Females exhibit a higher susceptibility to celebrity influence than males. At the same time, age differences manifest in varying degrees of responsiveness to different forms of EWOM. Additionally, regional disparities suggest localized factors influencing consumer attitudes toward EWOM. These findings contribute to the academic understanding of EWOM dynamics and offer practical implications for marketers and restaurateurs seeking to effectively engage Indonesian consumers in the digital age.

Some limitations are also recognized in this research. First, age and location groups are not scattered well. Second, it is limited to Indonesian and Korean restaurants. Due to diverse opinions across populations, the findings may not be generalized to other countries and restaurants. People also have varying views of Korean restaurants in Indonesia, whether Korean-owned, franchised, or locally owned, with Korean influences. Last, quantitative methods limited the answers from the respondents. Several gaps are found in this research; if future research is conducted, several changes must be made. It is essential to have a larger sample size in terms of age and location to analyze more possible actions and have a more extensive study area instead of limiting it to only Korean restaurants, as many other restaurant options can be investigated to generalize the result.

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