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

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**Abstract.** The burgeoning interest among Indonesians in experiencing Korean cuisine, coupled with the increasing prevalence of social media usage has ushered in a notable reliance on electronic Word-of-Mouth (e-WOM) as a primary determinant for restaurant selection. This study seeks to examine the extent to which e-WOM features (Celebrity endorsements, Influencer recommendations, and Customer Reviews), influence the purchase intentions of Indonesian consumers concerning Korean restaurants. The study adopts a primary data collection approach, employing a deductive framework coupled with quantitative methodologies. The findings of this investigation reveal that Customer Reviews emerge as the most influential e-WOM factor, significantly impacting the decision-making processes of Indonesian consumers when selecting Korean restaurants. Customer Reviews are esteemed for their perceived authenticity and representation of diverse viewpoints, distinguishing them as credible and influential sources. Conversely, Celebrity endorsements and Influencer recommendations primarily shape consumer attitudes and perceptions but do not exhibit a substantive effect on purchase intentions.This study providing a valuable insight into the dynamics of e-WOM's influence on the Indonesian culinary landscape, with a specific focus on Korean restaurants. These findings are of practical significance for restaurant operators and marketers seeking to harness the potential of e-WOM to effectively engage and cater to diverse consumer segments within the Indonesian market.

**Keywords:** e-WOM, Purchase Intention, SOR Theory.