

The Influence of E-Wom and Food Quality on Revisit Intention of Authentic Restaurant Consumers in Medan**Riyadi^{1*}, Endang Sulistya Rini¹, Syafrizal Helmi Situmorang¹**¹Universitas Sumatera Utara

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***Email:** Riyadirial@gmail.com**ABSTRACT**

This study aims to determine the effect of E-Wom and Food Quality on Revisit Intention of Authentic Restaurant Consumers in Medan. The object of research in this research is authentic restaurant consumers in Medan. The sample used was 97 consumers. Data processing uses the SPSS Version 25 application. Data testing is carried out using classical assumption tests and multiple linear regression. The results showed that E-Wom and Food Quality had a positive and significant effect on Revisit Intention of Authentic Restaurant Consumers in Medan, either partially or simultaneously. Food Quality is the most dominant factor influencing Revisit Intention compared to E-Wom.

Keyword: E-Wom, Food Quality and Revisit Intention

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INTRODUCTION

If in the Netherlands there are indische restaurants serving Indonesian dishes, such as soto, gado-gado, fried rice, curried goat and so on, on the other hand, in the city of Medan there are restaurants with colonial nuances, namely the Tip Top restaurant. This restaurant serves food that was served in the past, even the equipment for processing food still uses ancient equipment. The restaurant building is an old building with colonial interiors and is in the Kesawan area. The Kesawan area is the oldest street in the city of Medan, therefore it is not surprising that there are colonial buildings along this road. Some of them still show their original functions, such as plantation company headquarters, post offices, banks, restaurants and hotels.

This restaurant was founded with its market share being European (Dutch) people in the Dutch East Indies, therefore this restaurant initially served European foods, such as bread, cakes and biscuits, besides that it also provided liquor (alcoholic). In further developments this restaurant also offers other foods, such as Indonesian food, Chinese food and European food which are also of interest to Europeans.

In the midst of modernization with the disappearance and replacement of old buildings from the past in Medan, the Tip Top restaurant as the oldest restaurant in the city is still standing strong, even functioning as in the past. The feel and atmosphere of the old days are also presented in this restaurant, so it is interesting to discuss further, considering that the restaurant from the colonial period still exists today.

The benefits of E-WOM are also felt by restaurants that are starting to explore online systems to help with marketing. As explained in the previous research above, consumers will provide reviews on how food quality and service quality are provided by these restaurants through online information technology. Food quality or food quality, service quality, electronic word of mouth or EWOM will be studied at tip top restaurants in Medan, these three elements are expected to have a good impact on revisit intention. Revisit intention comes from consumer behavioral intentions. According to Oliver (1997) stated that behavioral intention (among them,

Tip Top as a service company in the food sector continues to try to increase visitor intention. This is done by paying attention to the quality of food (food quality) and service quality (service quality). According to Potter and Hottchkiss (2012: 1) food quality or food quality is a quality characteristic of food that can be accepted by consumers, such as size, shape, color, consistency, texture and taste. Meanwhile, service quality is an assessment of the level of service provided to consumers according to consumer expectations. Service business operators frequently assess the quality of services provided to their customers in order to improve their services, quickly identify problems, and to better assess client satisfaction.

Revisit intention, which is the adoption of repurchase intention, is included in one of the post-purchase behaviors or post-purchase behavior (Som et al., 2012). Revisit intention is considered very important in increasing the number of tourist visits to a destination and controlling tourist visits in the future, because satisfied tourists tend to make return visits and provide positive word of mouth (Som et al., 2012). Other theoretical studies consider the variable tourist satisfaction as an important variable that influences behavioral intentions, particularly behavioral intention to return (Baker and Crompton in Adib et al., 2012). Meanwhile, according to Fornell in Hendarsono & Sugiharto (2013) said that consumers

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

who are satisfied will make repeat visits in the future and also tell others about the product or service they feel. Satisfaction is also the main antecedent of revisit intention (Jang and Feng in Ramukumba, 2018). Repurchase intention is the customer's willingness to continue using the same product or service for the same amount as before. In the culinary industry, where repurchase is meant in this context is a revisit intention to a restaurant that is considered attractive by consumers. To gain a deep understanding of Revisit intention or intention to visit again. Satisfaction is also the main antecedent of revisit intention (Jang and Feng in Ramukumba, 2018). Repurchase intention is the customer's willingness to continue using the same product or service for the same amount as before. In the culinary industry, where repurchase is meant in this context is a revisit intention to a restaurant that is considered attractive by consumers. To gain a deep understanding of Revisit intention or intention to visit again. Satisfaction is also the main antecedent of revisit intention (Jang and Feng in Ramukumba, 2018). Repurchase intention is the customer's willingness to continue using the same product or service for the same amount as before. In the culinary industry, where repurchase is meant in this context is a revisit intention to a restaurant that is considered attractive by consumers. To gain a deep understanding of Revisit intention or intention to visit again.

Som et al (2012) stated that revisit intention is an evaluation carried out regarding the travel experience or perceived value and overall visitor satisfaction influencing future behavior in consideration of the desire to return to the same destination and willingness to recommend it to others. The meaning of revisit intention according to Huang et al (2015) is the willingness of consumers to revisit the same destination.

Stylos et al (2016) define revisit intention or intention to revisit as a desire to visit the same destination for the second time within a certain period of time. While the definition of revisit intention according to Baker and Crompton in Chung-Hslen Lin (2012) is the possibility of consumers to repeat activities or revisit a destination in the future.

According to Kotler (2012: 571) some marketers emphasize two special forms of word of mouth or word of mouth (buzz and viral). Buzz marketing (gossip/talk) generates interest, creates interest, and expresses new relevant information related to the brand through the unexpected or even shocking. Viral marketing or also known as Electronic Word Of Mouth (E-WOM) according to Kotler (2012: 571) is marketing using the internet to create the effect of word of mouth to support marketing efforts and goals. Viral marketing is contagious like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to tell about the products and services the company has developed in the form of audio, video,

According to Kotler (2012: 573) many companies sponsor online communities whose members communicate through posts, instant messages, and conversational discussions about special interests related to company products and brands, these communities can provide useful information that is difficult for companies to obtain.

Currently the power of WOM is starting to be recognized and started to be utilized by many companies. WOM will lead us to the order of interpersonal communication and communication in groups. WOM has greater power than advertising and direct sales, because WOM's strength lies in its ability to provide recommendations (referrals). This is in line with what Sutriyono (2008) said, that in everyday life, people are very happy to share their experiences about something. For example talking about restaurants, or products

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

purchased and then recommending them to others. If the experience is positive then the recommendation can snowball and eventually result in success for the product.

Tjiptono (2003) explains that actual quality is the quality of a product or service that is determined by consumers, after use which meets and exceeds their expectations. Quality has a close relationship with consumer satisfaction. According to Kotler and Armstrong (2012) product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes.

Quality is not only found in goods or services, but is also included in food products. Consumers who come looking for food certainly want to get quality food. The quality of a food product is very important for every founder of a food selling company, because according to Potter and Hotchkiss (1995) in Fiani and Japariato (2012) food quality is a quality characteristic of food that can be accepted by consumers. This includes external factors such as size, shape, color, consistency, texture, and taste. Whereas West, et al (2006) in Fiani and Japariato (2012) also stated that food quality standards, although difficult to define and cannot be measured mechanically, can still be evaluated through their nutritional value, level of ingredients used, taste and appearance of the product.

Word of mouth has undergone a paradigm shift. In the past word of mouth communication was done face to face with people who are already known, but now word of mouth can be done in cyberspace with a wider scope, namely in seconds what we share can be read by other people. This paradigm shift is word of mouth through internet media called electronic word of mouth (Ekawati et al., 2014: 2). Therefore, E-WOM also makes it easier for vegetarian food consumers to get information about various new menus from their favorite restaurants. The existence of E-WOM also makes it easier for consumers to get reviews about existing menus, so that this can foster revisit intention in them. As an example, Naufal and Sari's research (2017) proves that there is a significant influence of E-WOM on buying interest in Buldalk Bokkeummyeon (samyang) in the city of Bandung. Furthermore, Liu and Lee (2016) explained that when consumers are satisfied with the services provided based on their experiences, they are expected to be able to recommend this information to others and this will foster Revisit Intention for other consumers.

Research conducted by Abubakar, AM (2017) entitled "EWOM, Revisit Intention, Destination Trust and Gender" examines the intention to revisit (Revisit Intention) which is influenced by electronic word of mouth and is mediated by destination trust and gender. Unlike the research conducted by the author, namely at a Vegetarian Restaurant in Yogyakarta, this previous study raised the theme of medtours or medical trips. Marketers believe that attracting repeat visitors is easier than attracting new visitors, plus the existence of E-WOM is getting great attention which is accompanied by the patient's personal experience as a spreader of E-WOM. According to Filieri & McLeay (2014); Vermeulen & Seegers (2009) in Abubakar, AM (2017) EWOM positively influences the intention to revisit (revisit intention) significantly, especially in the med-tour field. Then E-WOM influences destination trust which is complemented by previous research that eWOM has a significant influence on destination image (Jalilvand, Samiei, Dini, & Manzari, 2012 in Abubakar AM, 2017), and Destination Choice (Jalilvand & Samiei, 2012 in Abubakar, AM, 2017). According to Eagley & Wood (1991); Eagly, (1987) in Abubakar, AM (2017) with respect to gender, men have more trust and a higher level of intention to revisit than women. Then

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

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According to Nor, S et al. (2015) on research discussing the relationship between service quality and customer satisfaction at Chinese Muslim restaurants in Shah Alam, Malaysia. This research examines the relationship between food quality and customer satisfaction which is expected to have an impact on visit intention at seven Chinese Muslim restaurants, in Shah Alam Selangor, Malaysia. The results of the study indicate that there is a positive relationship between food quality and customer satisfaction at Chinese Muslim restaurants. All variables such as service quality, food quality or (food quality), atmosphere or environment and price fairness are significantly related to customer satisfaction and intention to revisit (revisit intention). Service and food quality factors are the most important attributes that appear in encouraging the intention to revisit. Service Quality Attributes with consistent service and attentive employees can cause the overall customer to feel satisfied and cause the customer to have the intention to revisit. Therefore, customer satisfaction or customer satisfaction has the greatest impact on revisit intention.

Kim, H et al., (2011) conducted a study entitled "Restaurant Healthy Food Quality, Perceived Value, and Revisit Intention". This study discusses the desire of the community to be able to avoid the problem of obesity. Then the percentage of people living a healthy life with enthusiasm enjoying healthy food and staying at Green Hotels with environmentally friendly services has also increased. Research conducted by Kim, H et al. (2011) is designed to explain how the attributes of healthy restaurant food quality are related to revisit intention. The emphasized indicator is the relationship between food quality (food quality) of healthy food and customer revisit intention which is moderated by the classic marketing concept of perceived value.

METHOD

This study uses a quantitative approach. This research wants to examine certain samples, collect data using research instruments, data analysis is quantitative using statistical calculations (Sugiyono, 2018). The research method used in this study is descriptive because it aims to describe and explain the condition of E-Wom and Food Quality towards Revisit Intention. The sampling technique was carried out by simple random sampling and then calculated using the Slovin formula so that a sample of 97 respondents was obtained. Data analysis using E-Wom and Food Quality on Revisit Intention of Authentic Restaurant Consumers in Medan. Primary data collection through distributing questionnaires. Data analysis technique using multiple regression analysis.

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

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

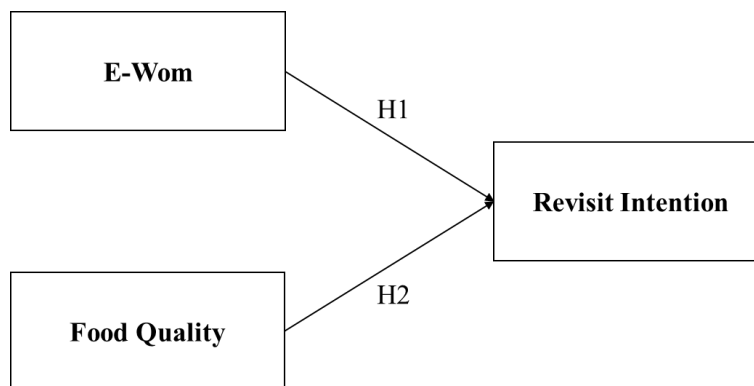
with :

Y : Revisit Intention

X1 : E-Wom

X2 : Food Quality

This research framework can be described as follows



RESULT AND DISCUSSION

Hypothesis Test

T Test

Table 1. Results of t-test (Partial Test)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	std. Error	Betas			
1	(Constant)	1,741	1,352		1,287	.201
	X1	.526	.080	.520	6,582	.000
	X2	.602	.109	.438	5,544	.000

a. Dependent Variable: Y

The results of the hypothesis test using the t test with a significance level of 0.05 obtained a p-value for the E-Wom variable of 0.000 < 0.05, so the hypothesis is accepted that there is an effect of E-Wom on Revisit Intention. For the Food Quality variable, a p-value of 0.000 < 0.05 is obtained, so that the hypothesis is accepted that there is an effect of Food Quality on Revisit Intention of Authentic Restaurant Consumers in Medan. The equation obtained from this study is

$$Y = 1.741 + 0.526X_1 + 0.602X_2$$

F Test

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Table 2. F-Test Results (Simultaneous Test)

		ANOVA ^a				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	2378,994	2	1189,497	286,337	.000b
	residual	386,339	93	4.154		
	Total	2765333	95			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The results of the hypothesis test using the F test with a significance level of 0.05 obtained a p-value of $0.000 < 0.05$, so that the hypothesis was accepted that there was a joint effect of E-Wom and Food Quality on Revisit Intention in Authentic Restaurant Consumers in Medan.

DISCUSSION

Effect of E-WOM on Revisit Intention

The results of testing the fifth hypothesis show that the EWOM variable has a positive and significant influence on revisit intention. This means that the hypothesis is accepted and supports the research results of Filieri & McLeay (2014); Vermeulen & Seegers (2009) in Abubakar, AM (2017) which states that E-WOM positively influences the intention to revisit (revisit intention) significantly.

Viral marketing or also known as Electronic Word Of Mouth (E-WOM) according to Kotler (2012: 571) is marketing using the internet to create the effect of word of mouth to support marketing efforts and goals. Viral marketing is contagious like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to share the products and services the company has developed in audio, video, and written form with others online.

Effect of Food Quality on Revisit Intention

The results of testing the third hypothesis indicate that the food quality variable has a significant positive effect on revisit intention. This means that the hypothesis is accepted. The results of this research support the research of Jeong E & Shawn S, (2011) which shows that there is a significant effect between food quality and revisit intention.

Food quality or food quality is a key factor influencing the overall evaluation of customers towards restaurants and repurchase intention. Food quality is considered to be evaluated on the basis of taste, freshness, and how the food is served to customers.

IMPLICATIONS

The implementation of the concept of "Authentic Space" in this design has a unique side to innovate restaurants or restaurants in the Medan area, where in fact restaurants in Medan generally adapt from foreign cultures so it is not uncommon for restaurants with traditional styles to be found rarely. Therefore the concept is offered in the design of restaurants in Medan, in order to add aesthetic value that brings a traditional feel combined with a more modern one. So that applying this concept is included in the design of the restaurant which consists of space-forming elements, furniture, and also the colors in the restaurant which can give a comfortable impression. So with this concept applied in the design, it can be trusted

Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

“Entrepreneurship on Global Economics Development in the Era of Society 5.0”

to make the public proud of the traditional design which is no less interesting than the style from abroad which can make the restaurant a commercial place in Medan.

CONCLUSION

The results of this study indicate that together E-WOM and Food Quality affect Revisit Intention of Authentic Restaurant Consumers in Medan. Likewise, E-WOM partially influences Revisit Intention of Authentic Restaurant Consumers in Medan. Food Quality has an effect on Revisit Intention of Authentic Restaurant Consumers in Medan. Electronic Word Of Mouth (E-WOM) is marketing using the internet to create the effect of word of mouth to support marketing efforts and goals. Food quality is the most important factor for consumers in making choices when visiting a restaurant or restaurant. revisit intention to a restaurant that is considered attractive by consumers.

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Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

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