# Analysis the Influence of Electronic Word of Mouth Zomato and Brand Image to Purchase Intention and Purchase Decision Which Mediated by Consumer Perception on Gyu-Kaku, Japanese BBQ

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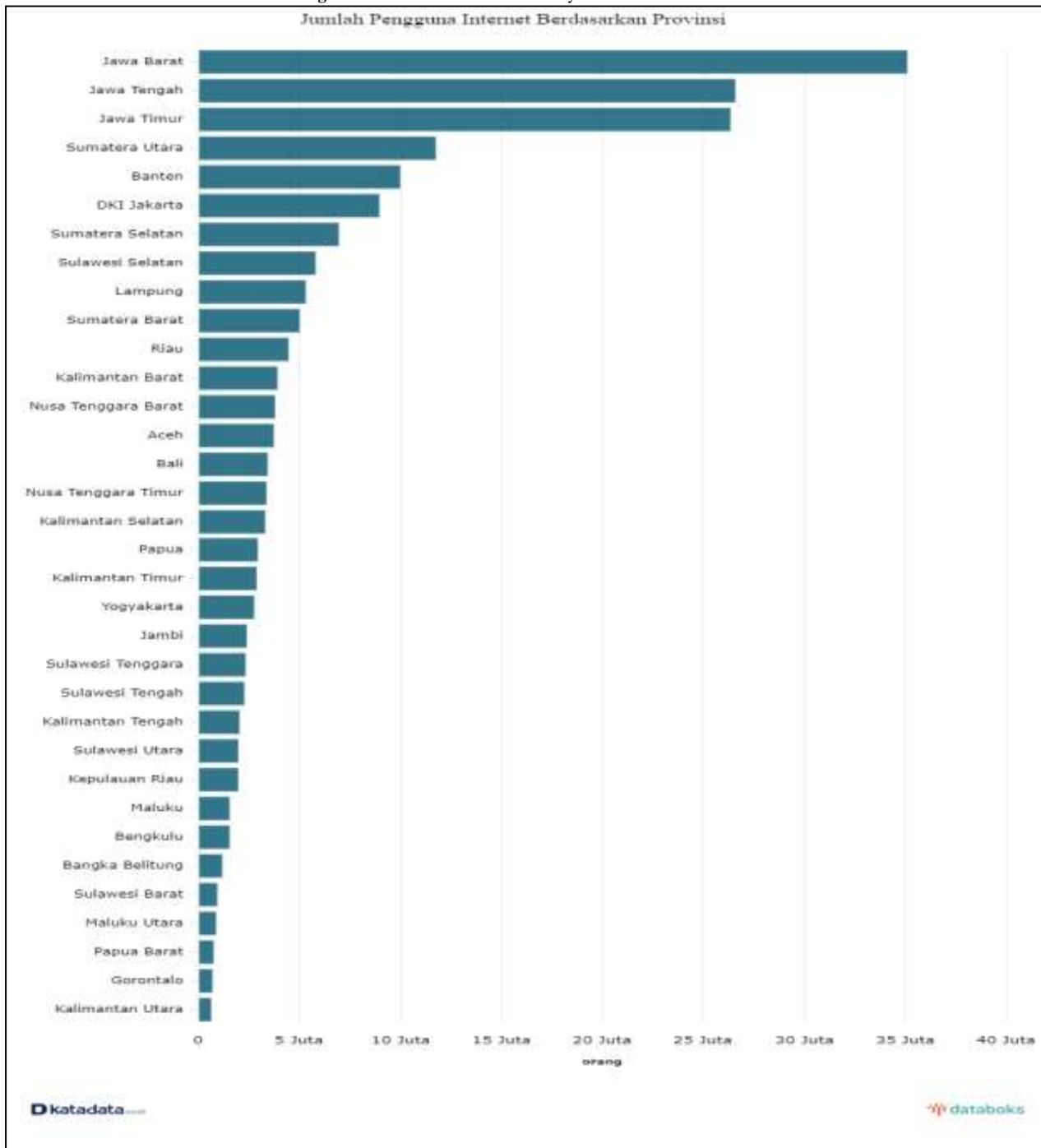
## Abstract
In this era, technology has experienced rapid development. One of them is the internet. In connection with this, one of them appeared eWom Zomato application. Ewom Zomato is a site or application that provides various information about restaurants. The purpose of this study is to determine the effect of eWOM Zomato and brand image to purchase intention and purchase decision which mediated by consumer perception on Gyu-Kaku, Japanese BBQ. To analyse the data using SEM with LISREL. Samples was distributed to 200 respondents in Jakarta on Mei 2021. The results showed that E-WOM and Brand Image play an important role in improving consumer perception. However, consumer perception plays no role in mediating the E-WOM relationship with purchase decision. However, it can mediate well the relationship of brand image to purchase decision. Purchase intension itself plays a positive role in the purchase decision. Thus this research proves that consumer perception and purchase intention are means that support and encourage consumers to brand image to make purchase decisions. But it is not a decisive means for e-WOM in purchasing decisions.
**Keywords:** eWOM; Brand Image; Consumer perception; Purchase intention and purchase decision.

## 1. Introduction
The transformative power of information technology has moved our society forward and accelerated the transition process of civilization, supported by the swift flow of information, which in turn forced people to have the ability and extensive knowledge to survive the digital era. Specifically, the dawn of the Internet has allowed people to search for a virtually unlimited amount of information needed (Muslim, 2011). According to Apriliya (2013), the Internet provides unlimited information where Information is constantly changing and very dynamic. Based on the Indonesian Internet Service Providers Association (APJII) on November 9, 2020, the number of internet users in Indonesia reached 196.7 million.

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**Figure-1.** Number of Internet Users by Province in Indonesia



Jumlah Pengguna Internet Berdasarkan Provinsi

**Source**:https://databoks.katadata.co.id/datapublish/2020/11/11/jotal-pengguna-internet-di-Indonesia-capai-1967-juta#

Restaurant is a general term to refer to gastronomic businesses that serve dishes to the community and provide a place to enjoy the dish, as well as set certain rates for food and service (Hidayanti, 2015). Zomato is a site or application that provides various information about restaurants in various countries, such as India, New Zealand, South Africa, Turkey, Philippines, Qatar, United Arab Emirates, Sri Lanka, England and Indonesia one among of them.

November 2013, Zomato expanded into Indonesia. Indonesian society can be said to be fast in following current trends. Zomato has become one of the trending applications that have been utilized and used by the Indonesian people. Gyu-kaku has a price range from Rp. 238,000 to Rp. 398,000 per person depending on the food package chosen and the age of the consumer age 25-34. When viewed from the price range, Gyu-kaku Japanese BBQ has a price that can be said to be relatively expensive.

One of the restaurants that has taken advantage of Zomato is Gyu-Kaku Japanese BBQ which is all you can eat restaurant engaged in Food & Beverage. It is hoped that by using and utilizing the Zomato application, Gyu-kaku can influence customer perception to purchase intention. Based on the above conditions, the author will conduct research with the title: Analysis the influence of Electronic Word Of Mouth Zomato And Brand Image to Purchase Intention And Purchase Decision Which Mediated By Consumer Perception On Gyu-Kaku, Japanese BBQ.

# 2. Literature Review
## 2.1. E-WOM

EWOM describes any negative or positive statement made by current or prospects customers about the organization or its products by the use of the Internet (Hennig-Thurau *et al.*, 2004) In the customer's decision-making process, it is natural that they seek the opinions of others first. Digital technology and the internet have increased opportunities for consumers to access various types of eWOM provided by different people (Choi *et al.*, 2017). Levy *et al.* (2013), found that half of the e-commerce consumers use product reviews on a number of different websites before buying a particular product. Therefore, e-commerce businesses that are able to manage eWOM can maximize their income. According to Abubakar *et al.* (2016), said indicators EWOM Zomato: (1) consumers often read reviews on Zomato to find out a good restaurant/food; (2) cosumers often collect information from other consumer reviews on Zomato before they buy food or eat at a particular restaurant; (3) If consumers don't read a review of Zomato when buying food/eating at a particular restaurant, they will be worried about their choice; (4) When consumers buy food/visit a restaurant, a review from Zomato make their feel confident about their choice. Hidayat and Astuti (2019), said EWOM have a positive effect to consumers perception. The exchange of information available on different social media platforms influences consumer decision-making, which has made eWOM a topic of great interest in recent years (Anubha and Shome, 2020; Pandey and Sahu, 2020; Suh, 2017).

**H1:** There is the influence of EWOM to customer perception

Hidayat and Astuti (2019), said EWOM have a positive effect to customer's perception

## 2.2. Brand Image

Prasetya *et al.* (2018), explained that a good brand image would be easily accepted by consumers over time to prove quality and meet buyer expectations. The ability of a brand to influence purchasing decisions is determined by the time of proof of how the products purchased by consumers are able to meet the expectations and needs of buyers (Mamahit, 2015). Sukma *et al.* (2016) states that brands have the following roles and uses: (1) brands facilitate the process of ordering and tracing products; (2) brands help organize inventory records and accounting records; (3) brands offer legal protection for the characteristics of the unique product; (4) brands indicate a certain level of quality, that satisfied buyers will make repeat purchases (customer loyalty): (5) brands can be a useful tool for securing competitive advantage. Brand image is a set of beliefs, ideas, and impressions that a person has towards a brand (Kotler and Keller in Negara *et al.* (2018)). Corporate brand image significantly affects customer perceived value. Na *et al.* (1999), said brand image with customer's perception as they mentioned that image cannot be measured by attribute measurements alone but must include measurements of consumers' perceptions of the value and benefits attainable from using the brand.

**H2:** There is the influence of Brand Image to Customer Perception

Na *et al.* (1999), said brand image with customer's perception as they mentioned that image cannot be measured by attribute measurements alone but must include measurements of consumers' perceptions of the value and benefits attainable from using the brand.

## 2.3. Customer Perceptions

According to Kotler and Keller (2016), perception is divided into perception of price. usability. availability. and risk. Musmedi and Prasodjo (2018), said that performance, employee interaction, reliability, durability, timelines, aesthetic and brand awareness affluence the purchase intention. Ebert and Griffin (2015) suggest to understand consumer behavior, marketers rely heavily on fields such as psychology and sociology. The results focus on four areas that are the main influence on consumer behavior, namely psychological, personal, social and cultural. Tangkere and Tumewu (2016), said, customer perception has significant and positive influence to customer purchase intention. Consumer perception is the application of the concept of sensory perception to marketing and advertising. Just like sensory perception relates to humans and how they process sensory stimuli through their five senses, the same consumer perception relates to how individual form their own opinion regarding the apps and the products they offer through the choice of purchases they make. The theory of consumer perception is about how the customers form their views about any online or e-commerce product or website.

**H3:** There is the influence of customer perception to purchase intention

Tangkere and Tumewu (2016), said, customer perception has significant and positive influence to customer purchase intention.

## 2.4. Purchase Intention

Engel in Irzandy and Arifin (2017) argues that buying interest as a driving force or as an intrinsic motive that is able to encourage someone to pay attention spontaneously, naturally, easily, without coercion and selective on a product to then make a buying decision. According to Schiffman and Kanuk in Maghfiroh (2016) suggested that interest is one of the psychological aspects that has a considerable influence on behavioral attitudes that can be interpreted as a happy attitude towards an object that makes individuals try to get the object by paying it with money or sacrifice. Customer intention in analyzing a product brand through 6 (six) processes such as awareness of the desired product, knowledge of the brand, interest, trust, and buying. Kotler and Armstrong (2014). Purchase intention is defined as customers' basic decision-making based on the motivation to purchase a certain brand (Shah, 2012). Mirabi (2015), characterized purchase intention as a circumstance where in customer tends to purchase a specific good in a particular condition. Purchase intention may be changed under the influence of price or perceived

quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013).

**H4:** There is the influence Purchase Intenton to Purchase Decision

Engel in Irzandy and Arifin (2017), argues that buying interest as a driving force or as an intrinsic motive that is able to encourage someone to pay attention spontaneously, naturally, easily, without coercion and selective on a product to then make a buying decision.

## 2.5. Purchase Decision

The buying decision made by consumers is based on various motives and specific impulses. The stronger the consumer's impulse and motives, the stronger the decision to buy a particular product (Chang and Wang, 2011). Perception in this research is divided into perception of price. usability. availability. and risk. There are restaurant selection factors that are likely to affect customers' decision in choosing a restaurant: word-of-mouth, online customer review, brand reputation, brand popularity, personal (past) experience, menu variety, menu price, sales promotion, and location. It is important to note that we did not include the core elements of restaurant operations: food quality (e.g., taste), service quality, and restaurant physical environment as they have been consistently and intuitively demonstrated to be highly important for restaurant survival, (Bee-Lia, 2020). Customers always think that purchase with a low cost, simple packaging and little-known product is a high risk since they the quality of these products is not trustable (Gogoi, 2013). High brand awareness will stimulate consumer to have a more positive opinion from the product that can create a higher purchase intention (Goh, 2014). The individual decision making has the biggest influence, directly or indirectly, followed by external variable with the personal habit that can influence the process of decision making (Thongchai and Nuntana, 2013).

**Figure-2.** Research model
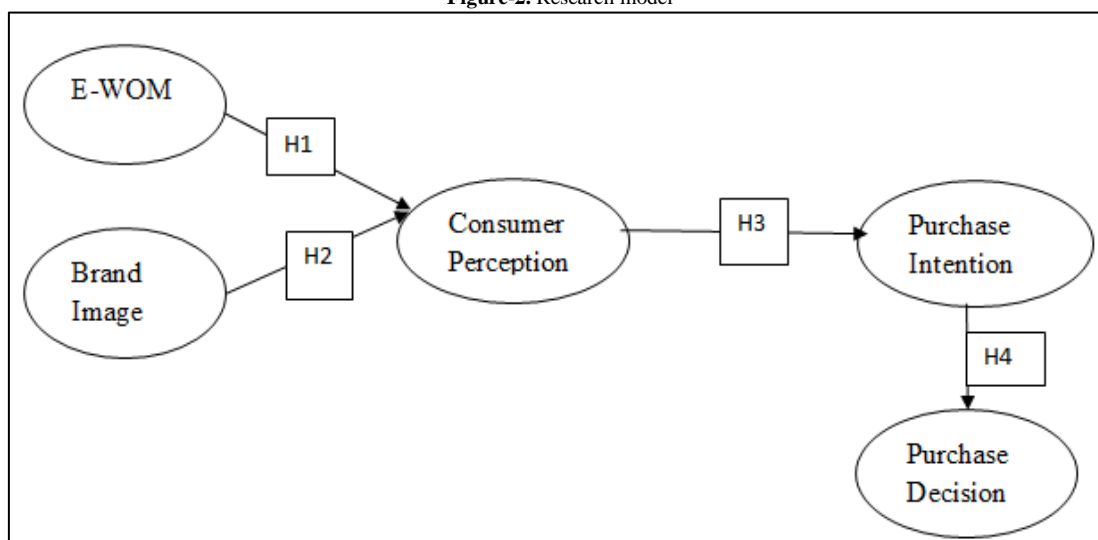


**Hypothesis**

Based on the above research model (2.), the hypotheses used in this study are:

H1 = There is the influence of eWOM to consumer perception

H2 = There is the influence of brand image to customer perception

H3 = There is the influence of customer perception to purchase intention

H4 = There is the influence of purchase intention to purchase decision

H5 =There is the influence of eWOM to purchase decision mediated by consumer perception and purchase intention

H6 = There is the influence of brand image to purchase decision mediated by customer perception and purchase intention

# 3. Research Method

## 3.1. Samples and Procedures

This research was conducted to find out the influence of Electronic Word of Mouth Zomato and Brand Image to Purchase Intention and Purchase Decision which Mediated by Consumer Perception on Gyu-kaku Japanese BBQ by using SEM with LISREL. Samples based on the criteria of Hair (2003). Because there is 24 indicators of this study, the number of samples is 192 respondents (24x8). However, to anticipate the data can not be input, the authors distributed 200 questionnaires to respondents who have used or know the Gyukaku Japanese BBQ in Jakarta on Mei 2021. The questionnaires was distributed using by Googel Form application with purposive sampling in DKI Jakarta.

# 4. Research Results
## 4.1. Respondent Profile
From the questionnaires collected, all 200 questionnaires were filled out completely and precisely. Table 1 shows respondent profiles.

**Table-1.** Respondent Profile (n= 200)

| No | Profile | Frequency | Percentage |
|----|---------|-----------|------------|
| 1 | **Gender:** | | |
| | a. Male | 107 | 54% |
| | b. Female | 92 | 46% |
| 2 | **Aged:** | | |
| | 17-25 | 109 | 55% |
| | 25-35 | 62 | 31% |
| | 35-45 | 24 | 12% |
| | >45 | 4 | 2% |
| 3 | **Occupation:** | | |
| | Student/ Undergraduate student | 94 | 47,2% |
| | Employee | 57 | 28,6% |
| | Entrepreneur | 32 | 16,1% |
| | Teacher | 2 | 1,0% |
| | Civil Servants | 3 | 1,5% |
| | Housewife | 7 | 3,5% |
| | Lecturer | 1 | 0,5% |
| | Army | 1 | 0,5% |
| | Doctor | 1 | 0,5% |
| | Police | 1 | 0,5% |

**Source:** Attachment

The majority of respondents studied were male (54%), aged between 17 - 25 years (55%), and worked as a student /undergraduate student (47%).

## 4.2. Empirical Data Analysis
In SEM analysis, the data obtained based on the number of research samples is then statistically tested. The first step of testing is the normality test and the multicollinearity test, known as the classical assumption test. After that will be tested the validity of indicators as well as variables and combined reliability. After all the data is tested with all these stages, then can be done testing the suitability of the research model and testing hypotheses.

### 4.2.1. Classic Assumption Test
The classical assumption test is a statistical test that includes the normality and multicollinearity tests. In analyses using multivariate approaches, classical assumption tests become important to ensure that existing data that has a normal distribution and that each research variable does not have a perfect correlation.

### 4.2.1.1. Normality Test
In an attempt to determine the distribution of data on a single matrix variable that produces a normal distribution, a normality test is performed (Ghozali and Fuad, 2008; Hair, 1998). Data that has good normality is data whose Z skewness value is no more than two and Z kurtosis Value is no more than 7 (see Table 2.). Given that this study used two research instruments, the test was conducted on different data collected from both instruments.

**Table 2: Normality Test**
Test of Univariate Normality for Continuous Variables
Skewness Kurtosis Skewness and Kurtosis
Variable Z-Score P-Value Z-Score P-Value Chi-Square P-Value

**Table-2.** Normality Test

| | | | | | | |
|------|--------|-------|--------|-------|--------|-------|
| **EW1** | **-1.629** | **0.103** | **-0.563** | **0.574** | **2.970** | 0.227 |
| EW2 | -2.005 | 0.045 | -2.107 | 0.035 | 8.461 | 0.015 |
| EW3 | -1.870 | 0.062 | -2.107 | 0.035 | 7.935 | 0.019 |
| EW4 | -1.678 | 0.093 | -0.790 | 0.429 | 3.441 | 0.179 |
| BI1 | -1.956 | 0.051 | -1.896 | 0.058 | 7.421 | 0.024 |
| BI2 | -1.974 | 0.048 | -1.620 | 0.105 | 6.518 | 0.038 |
| BI3 | -2.097 | 0.036 | -2.247 | 0.025 | 9.445 | 0.009 |
| BI4 | -2.382 | 0.017 | -2.253 | 0.024 | 10.751 | 0.005 |
| CP1 | -0.395 | 0.692 | -0.118 | 0.906 | 0.170 | 0.918 |

| | | | | | | |
|-----|--------|-------|--------|-------|--------|-------|
| CP2 | -0.500 | 0.617 | -1.077 | 0.281 | 1.411 | 0.494 |
| CP3 | -0.617 | 0.537 | -1.094 | 0.274 | 1.576 | 0.455 |
| CP4 | -0.310 | 0.757 | -0.404 | 0.686 | 0.259 | 0.878 |
| CP5 | -0.160 | 0.873 | -0.197 | 0.844 | 0.065 | 0.968 |
| PI1 | -1.212 | 0.225 | -1.314 | 0.189 | 3.196 | 0.202 |
| PI2 | -2.355 | 0.019 | -2.896 | 0.004 | 13.933 | 0.001 |
| PI3 | -0.955 | 0.340 | -1.159 | 0.247 | 2.254 | 0.324 |
| PI4 | -1.906 | 0.057 | -3.535 | 0.000 | 16.131 | 0.000 |
| PD1 | -0.702 | 0.483 | -0.660 | 0.509 | 0.928 | 0.629 |
| PD2 | -0.927 | 0.354 | -0.874 | 0.382 | 1.624 | 0.444 |
| PD3 | -0.824 | 0.410 | -1.318 | 0.187 | 2.416 | 0.299 |
| PD4 | -0.528 | 0.598 | -1.181 | 0.238 | 1.672 | 0.433 |
| PD5 | -1.071 | 0.284 | -0.004 | 0.997 | 1.148 | 0.563 |
| PD6 | -1.774 | 0.076 | -1.692 | 0.091 | 6.010 | 0.050 |
| PD7 | -1.284 | 0.199 | -0.504 | 0.614 | 1.904 | 0.386 |

Relative Multivariate Kurtosis = 1.146
Relative Multivariate Kurtosis = 1.146
**Source:** Lisrel Results

Based on the results of the normality test, the data is a normal sort where the Z skewness value is no more than 2 and the Z kurtosis value is no more than 7. Thus the assumption of the normality of the data as a SEM requirement has been fulfilled.

## 4.2.1.2. Multicolinearity

One of the classic assumption tests that need to be done is the multicollinearity test. The assumption of multicollinearity is useful for ensuring the absence of a perfect or large correlation among independent variables. The correlation value between unauthorised independent variables is 0.9 or more. Correlation between independent variables entirely < 0.9 thus there is no problem of multicollinearity. Therefore empirical data used meets the assumptions of colinearity and normality, therefore it can be used for the next stage of SEM analysis.

## 4.2.2. Confirmatory Factor Validity and Analysis Test (CFA)

After the data used is analyzed with the classic assumption test, each indicator and research variable is then tested for validity and reliability. This is done to provide a statistical picture of the different power and reliability of all indicators and research variables.

As part of the SEM analysis step, confirmation analysis is useful for testing the factor structure of a theory, and for reconfirming existing theoretical concepts and structures (Ferdinand, 2002; Tabachnick and Fidell, 2001). From the results of data processing to produce CFA information with LISREL 8.70 software, it can also be done simultaneously observation of the construct validity of each indicator.

An indicator is categorized as having good validity if the t-value in standardized loading > 1.97, and must ≥ 0.5 (Hair, 1998), to a p=0.05 level with a sample number of 274 people. The minimum indicator used ≥ 3 pieces (Jaccard and Wan, 1996). Meanwhile, in measuring the match of variable models with the data used, the test tool used as a benchmark is the goodness of fit criteria (Jaccard and Wan, 1996). The results of the validity, CFA, and fit or not test results of each variable with existing data indicate that some indicators on one variable do not meet the criteria while others meet the criteria.

After testing the CFA, can be known the validity of each indicator and it is found that each indicator has good validity, because it has a loading factor > 0.5.

**Table-3.** Summary of CFA Instrument Results

| Variable | Kode | Loading | RMSEA | NFI | RFI | SRMR | Conclusion |
|----------|------|---------|-------|-----|-----|------|------------|
| *E-WOM (EW)* | EW1 | 0,61 | 0.019 | 0.99 | 0.97 | 0.018 | Good Fit |
| | EW2 | 0,77 | | | | | |
| | EW3 | 0,68 | | | | | |
| | EW4 | 0,65 | | | | | |
| *Brand Image (BI)* | BI1 | 0,86 | 0.000 | 1.00 | 1.00 | 0.005 | Good Fit |
| | BI2 | 0,87 | | | | | |
| | BI3 | 0,76 | | | | | |
| | BI4 | 0,81 | | | | | |
| *Consumer Perception (CP)* | CP1 | 0,80 | 0.000 | 0.90 | 0.98 | 0.018 | Good Fit |
| | CP2 | 0,76 | | | | | |
| | CP3 | 0,78 | | | | | |
| | CP4 | 0,70 | | | | | |
| | CP5 | 0,69 | | | | | |
| *Purchase Intention (PI)* | PI1 | 0,78 | 0.000 | 0.99 | 0.98 | 0.017 | Good Fit |
| | PI2 | 0,62 | | | | | |

| Variable | Kode | Loading | RMSEA | NFI | RFI | SRMR | Conclusion |
|---|---|---|---|---|---|---|---|
| | PI3 | 0,65 | | | | | |
| | PI4 | 0,56 | | | | | |
| ***Purchase Decision (PD)*** | PD1 | 0,60 | 0,072 | 0,96 | 0,94 | 0.0044 | Good Fit |
| | PD2 | 0,69 | | | | | |
| | PD3 | 0,73 | | | | | |
| | PD4 | 0,54 | | | | | |
| | PD5 | 0,58 | | | | | |
| | PD6 | 0,64 | | | | | |
| | PD7 | 0,67 | | | | | |

Ghozali and Fuad (2005)

From table 3 can be seen some goodness of fit sizes of variables. Where it is seen that these variables meet at least 3 or 4 criteria from 8 GOF criteria (Jaccard and Wan, 1996; Kline, 1998). This means that the variables in the model can be said to be fit. After the measurement model is analyzed through Confirmatory Factor Analysis and it is seen that each variable can be used to define a latent construct, then a full-model SEM can be analyzed.

### 4.2.3. Structural Model Testing - SEM
The results of Lisrel processing can be seen in the following figure:

Structural Equation Model testing is also done with two types of testing, namely: model conformity test and causality significance test. Sem test results with Lisrel 8.70 obtained result as follows:

**Figure-3.** Result Model SEM



Chi-Square=356.08, df=243, P-value=0.00000, RMSEA=0.048
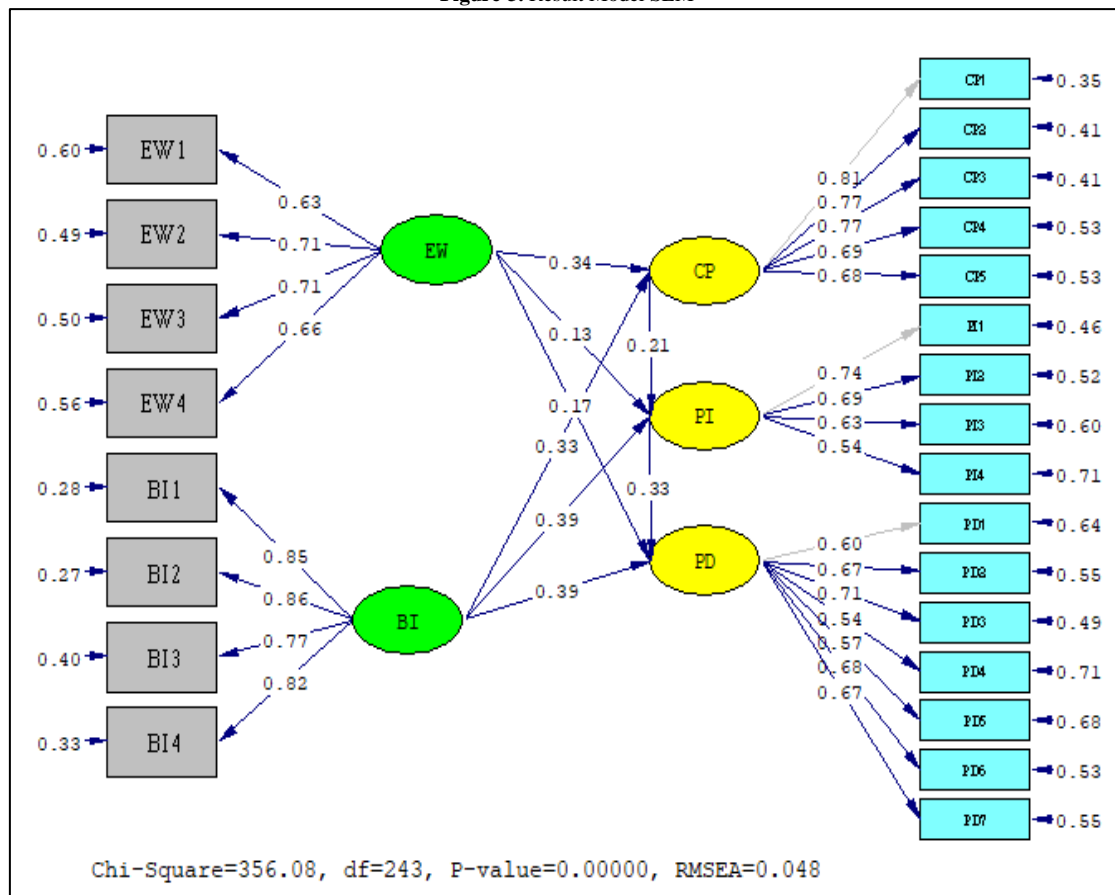
Through full model analysis, it will be seen whether there is a conformity of the model and causality relationships built into the model tested. The result of conformity in the study, obtained the level of significance for the difference test was chi-square of 916.08 with RMSEA of 0.048. Structural Equation Model testing is also done with two types of testing, namely: model conformity test and causality significance test.

### 4.2.4. Model-Goodness-of-fit Test
The results of the model conformity test showed RMSEA = 0.048 with a probability value of 0.000 with AIC, CAIC, and ECVI being within the expected range of values that qualified GOF, hence the SEM Model was accepted, because the conformity index qualified from the GOF (Good of Fit) criteria. Thus the SEM model is acceptable and can be further analyzed.

## 4.2.5. Structural Analysis (Causality-Regression Weight Test)

Structural analysis is the result of analysis with LISREL which informs the value of the coefficient of determination, regression, and the value of the loading factor between latent variables. The coefficient of determination is a statistical measure of the ability of the independent variables to positively explain the dependent variables. This value is usually measured as a percentage. In the results of the same data processing, it can also be observed the value of the regression coefficient, which is the value that determines the direction of the relationship between latent variables. Meanwhile, the t-value is used to predict the relationship or influence between variables (can be seen in Equation 1, Equation 2 and Equation 3).

According to Ferdinand (2002), to test the hypothesis regarding causality developed in the model, it is necessary to test the null hypothesis which states that the regression coefficient between the relationships is equal to zero through the t-test which is common in regression models. The statistical test was carried out by observing the level of significance of the relationship between variables as indicated by the t-test in the regression. A significant relationship is indicated by the t-count value greater than 1.98. The test results show the t-count value for the causality relationship above 1.98 indicating a significant causality relationship for each variable. The results of the structural equation modeling produce t-values as follows:

**Figure-4.** Full Model SEM t-Value
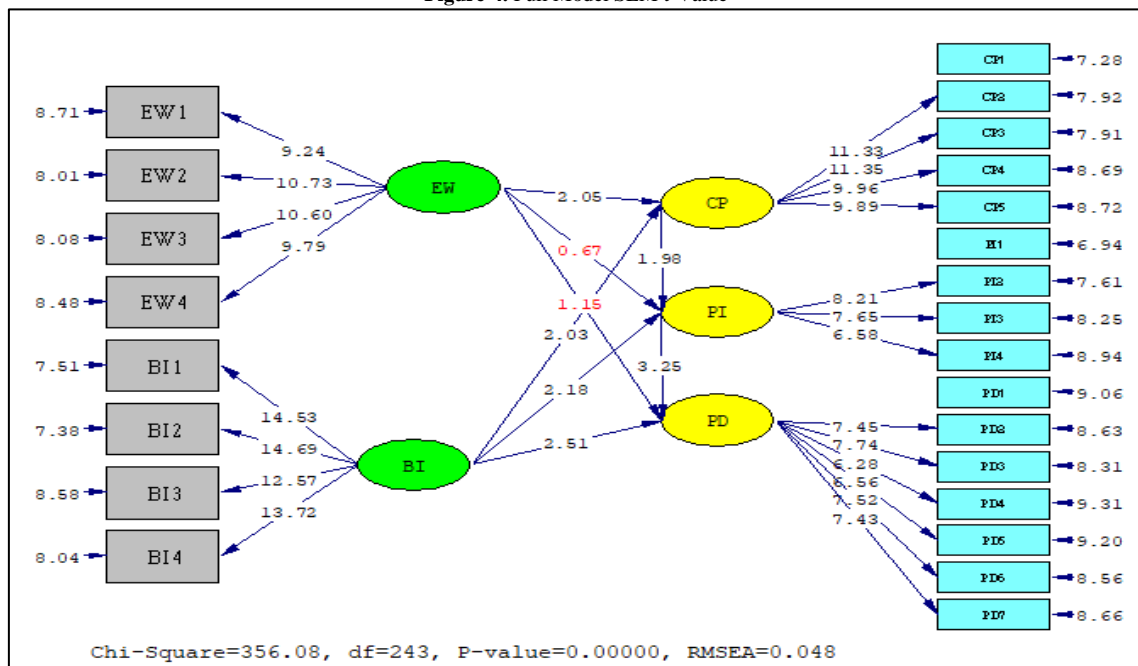


**Source:** Lisrel Test Results

Resume regression weight and t-value are as follows:

| Hyphothesis | Equation | Stand. estimate | t-value | t-tabel | Result | Description |
|---|---|---|---|---|---|---|
| H1 | EW →CP | 0.34 | 2.05 | 1,98 | Accepted Hypothesis. | Significant |
| H2 | BI →CP | 0.33 | 2.03 | 1.98 | Accepted Hypothesis. | Significant |
| H3 | CP → PI | 0,21 | 1.98 | 1,98 | Accepted Hypothesis. | Significant |
| H4 | PI → PD | 0,33 | 3.25 | 1,98 | AcceptedHypothesis. | Significant |
| H5 | EW→ CP → PI→PD | 0,06 | 1,02 | 1,98 | Rejected Hyphothesis. | Not Significant |
| H6 | EW→ CP → PI→PD | 2.15 | 2.03 | 1,98 | Accepted Hyphothesis, | Significant |

**Source:** Lisrel Estimate

Struktural equation yang terbangun adalah :

CP　　= 0.34*EW + 0.33*BI, Errorvar.= 0.58 , R² = 0.42
　　　　(0.17)  (0.16)　　　(0.098)
　　　　2.05　　2.03　　　5.95
PI　　= 0.21*CP + 0.13*EW + 0.39*BI, Errorvar.= 0.58 , R² = 0.42
　　　　(0.10)　(0.19)　(0.18)　　　(0.12)
　　　　1.98　　0.67　　2.18　　　　4.74
PD　　= 0.33*PI + 0.17*EW + 0.39*BI, Errorvar.= 0.37 , R² = 0.63
　　　　(0.10)　(0.15)　(0.16)　　　(0.097)
　　　　3.25　　1.15　　2.51　　　　3.87

E WOM (EW) has a positive and significant effect on Consumer Perception (CP) with an influence coefficient of 0.34 and t-value (2.05) > t table (1.98). Brand Image (BI) has a positive and significant effect to Consumer Perception (CP) with an influence coefficient of 33 and t-value (2.03) > t table (1.98). The contribution of the two variables to Consumer Perception (CP) reached 42%. ($R^2 = 0.42$).

Consumer Perception (CP) has a positive and significant effect to Purchase Intention (PI) with an influence coefficient of 0.21 and t-value (1.98) t table (1.98). E WOM (EW) has no significant effect to Purchase Intention (PI) with an effect coefficient of 0.13 and t-value (0.67) < t table (1.98). Brand Image (BI) has a positive and significant effect to Purchase Intention (PI) with an influence coefficient of 0.39 and t-value (2.18) > t table (1.98). The contribution of the three variables to Purchase Intention (PI) reached 42%. ($R^2 = 0.42$).

Purchase Intention (PI) has a positive and significant effect to Purchase Decision (PD) with an influence coefficient of 0.33 and t-value (3.25) > t table (1.98). E WOM (EW) has no significant effect to Purchase Decision (PD) with an influence coefficient of 0.17 and t-value (1.15) < t table (1.98). Brand Image (BI) has a positive and significant effect to Purchase Decision (PD) with an influence coefficient of 0.39 and t-value (2.51) > t table (1.98). The contribution of the three variables to Purchase Decision (PD) reached 63%. ($R^2 = 0.63$).

## 4.2.6. Combined Reliability Test

The composite reliability test is a useful statistical measurement to determine whether each indicator has a high consistency in measuring its latent construct (Friedenberg, 1995). The reliability measurement used in SEM is a combined reliability test. This test will be performed on each latent variable using information on loading indicators and error variance obtained from standardized solutions and a good composite reliability value is ≥ 0.70 (Hair, 2003), calculated with the following formula (Ghozali and Fuad, 2008):

$$\rho_c = \left( \frac{\left(\sum \lambda\right)^2}{\left(\left(\sum \lambda\right)^2 + \sum \theta\right)} \right)$$

$\rho$ =*composite reliability*

$\lambda$ = *loading* indikator

$\theta$ = *error variance* indikator

Based on the results of the combined reliability calculation, all variables have a good level of reliability because they have a value of ≥ 0.60. The highest combined reliability is in the Brand Image (BI) variable of 0.896.Berdasarkan hasil penghitungan reliabilitas gabungan, seluruh variabel memiliki tingkat reliabilitas yang baik karena memiliki nilai ≥ 0.60. Reliabilitas gabungan tertinggi adalah pada variabel **Brand Image (BI)** yaitu sebesar 0.896.

**Table-4.** Summary of Hypothesis Tests

| Hipotesis | Equation | Stand. estimate | t-value | t-tabel | Result | Description |
|---|---|---|---|---|---|---|
| H1 | EW →CP | 0.34 | 2.05 | 1,98 | Accepted Hypothesis. | There is the influence of eWOM to customer perception |
| H2 | BI →CP | 0.33 | 2.03 | 1.98 | Accepted Hypothesis. | There is the influence of brand image to customer perception |
| H3 | CP → PI | 0,21 | 1.98 | 1,98 | Accepted Hypothesis. | There is the influence of customer perception to purchase intention |
| H4 | PI → PD | 0,33 | 3.25 | 1,98 | Accepted Hypothesis. | There is the influence of purchase intention to purchase decision |
| H5 | EW→ CP → PI→PD | 0,06 | 1,02 | 1,98 | Rejected Hypothesis. | There is not the influence of eWOM to purchase decision mediated by consumer perception and purchase intention |
| H6 | EW→ CP → PI→PD | 2.15 | 2.03 | 1,98 | Accepted Hypothesis. | There is the influence of brand image to purchase decision mediated by customer perception and purchase intention |

**Source:** Lisrel Estimate
**Description :** ** = significant on p = 0.05

# 5. Discussion

There is the influence of eWOM to customer perception, because consumers often read reviews of eWOM Zomato to find out a good restaurant / food and Gyukaku Japanese BBQ restaurant reviewed as one of the best restaurants. Furthermore, there is the influence of brand image to customer perception, because Gyukaku Japanese BBQ restaurant offers products that are in accordance with the expectations and needs of consumers. In addition, the quality of restaurant products is good and expensive. Usually consumers see expensive prices reflecting the quality of restaurant food menus. There is the influence of customer perception to purchase intention because employee interaction with consumers is good, food is always available. Moreover, there is the influence of purchase intention

to purchase decision, because consumers have the motivation to try all you can eat food at Gyukaku Japanese BBQ restaurant, have knowledge of the brand, interest and trust.

The result of the study indicate that the influence of eWOM to customer perception, this is consistent with the research conducted by Hidayat and Astuti (2019). Furthermore, there is the influence of brand image to customer perception, this is in accordance with research conducted by Na *et al.* (1999). Moreover, there is the influence of customer perception to purchase intention, this study is consistent with research conducted by Tangkere and Tumewu (2016). There is the influence of purchase intention to purchase decision, this is in accordance with research conducted by Engel in Irzandy and Arifin (2017).

# 6. Conclusion

E-WOM and Brand Image play an important role in improving Consumer Perception. However, consumer perception plays no role in mediating the E-WOM relationship with purchase decicion. However, it can mediate well the relationship of Brand Image to purchase decision. Purchase intension itself plays a positive role in the Purchase Decision. Thus this research proves that consumer perception and purchase intension are means support and encourage consumers to brand image to make purchasing decisions. But it is not a decisive means for e-WOM in purchasing decisions.

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