

INFLUENCE ELECTRONIC WORD OF MOUTH AND CONSUMER PERCEPTION TOWARDS PURCHASING DECISIONS AT SAHADJA MIE DEPOT, MALANG CITY

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Abstract

The development of social media, particularly Instagram, has opened new opportunities for culinary promotion through Electronic Word of Mouth (e-WOM) activities. Informal communication among users regarding culinary experiences is now often packaged in the form of review content and promotions by influencers. However, as influencer-driven promotions increase, issues arise regarding consumer perceptions, which begins to question the authenticity of reviews, as they are perceived to resemble commercial advertisements. This phenomenon impacts consumer trust and purchasing decisions, specifically in culinary enterprises like Mie Sahadja Depot located in Sigura -gura . Based on this, the study aims to analyze the influence of Electronic Word of Mouth on Instagram on purchasing decisions at Depot Mie Sahadja in Malang City, as well as how consumer perceptions influence purchasing decisions, and whether both variables simultaneously affect consumer purchasing decisions. The findings of this research reveal that both Electronic Word Of Mouth (e-WOM) and consumer perceptions individually exert a significant impact on purchasing decisions at Mie Sahadja Depot, Malang City. This finding aligns with previous research stating that e-WOM on social media, particularly Instagram, plays a role in shaping consumer purchasing interest by providing easily accessible information and reviews. Additionally, positive consumer perceptions of product quality, service, and price also serve as factors reinforcing purchasing decisions. Simultaneously, these two variables complement each other, where information from e-WOM reinforces consumer perceptions, ultimately driving them to make a purchase.

Keywords : E-WOM, Consumer Perception, Purchase Decision

INTRODUCTION

Rapidly rate growth business culinary push emergence innovation creative and aligned marketing with current development . Effective marketing done moment this

is one of them use internet network . According to Association Indonesian Internet Service Providers (APJII), the number of Internet users in Indonesia reached 221.5 million souls in 2024 (Prasetiyo et al ., 2024) . This show that many Indonesian people connected on social media . The progress of social media This changing business strategy through digital promotion (Djakasaputra et al., 2023) .

The development of social media give opportunity new For promote culinary through Instagram *platform that* provides information for consumer For do comparison and interaction (Rusli & Mulyandi , 2019) . Interaction fellow social media users form activity *Electronic Word Of Mouth (e-WOM)* . E-WOM is informal communication between consumer through related internet media with experience use or characteristics products and services (Arif, 2021) . Currently , the phenomenon e-WOM develop through promotion culinary on Instagram by *influencers* with highlight aspects of taste, quality , atmosphere , service , uniqueness and price food (Anggarani et al., 2024) .

Promotion culinary on Instagram by *influencers* make activity e- WOM delivered nature convincing resemble advertisement commercial so that bring up various perception consumer (Boerman et al., 2017) . When the candidate consumer watch an interesting review video , then will build perception positive Because can increase trust and interest For try product culinary the . Buying decision consumer tend influenced by perception consumer to level quality products offered (Tifany & Rustam, 2022) . However , it appears problem if content e- WOM delivered No Again considered as honest reviews , but rather *endorsement* commercial in nature persuade . This is potential cause doubt to authenticity information , which in the end influence perception consumer to quality and credibility restaurant .

Malang City is one of the city big in East Java which is experiencing development activity and quantity resident every year . Development This followed with existence growth tourist especially in industry culinary with enthusiasts from various circles . According to Indra Setyadi as chairman Association Indonesian Cafe and Restaurant Entrepreneurs (Apkrindo) Malang City, said that throughout 2023 business year cafes and restaurants its growth penetrate up to 20% (Radar Malang, 2024) . Data recorded by the Central Statistics Agency (BPS) of Malang City in 2023 take notes that there are 5,363 industrial units food and beverages . This encourages influencers For do review culinary new in Malang as form add *engagement* in the world of social media .

At the moment Lots *influencer* in Malang City who went viral with content food reviews in Malang using Instagram *platform* . *Influencers* play a role important in development economy society , especially as solution For influence level decision purchase consumers and levels purchase product as well as marketed services (Anggarani et al., 2024) . Some *influencers* on Instagram are quite influence public wide , because the video was distributed No only For follower that Instagram account Alone

but Can also watched outside followers , so that Can watched in Malang city even outside Malang city (Aqilah et al., 2023) . Phenomenon e-WOM on the Instagram *platform* gives effect outside normal causing tourists domestic , tourists foreign and student interested For try tour culinary delights in Malang City.

Tour lots of culinary delights in demand in Malang at the moment this is one of them is restaurant that serves snack noodles . Sahadja Noodle Depot is destination restaurant noodles in Malang which is located on Jalan Bendungan Sigura-Gura V, Sumpersari , District Lowokwaru , Malang City, and branches second located at Jalan Panderman No. 20, Malang City. One of the characteristics that distinguish Depot Mie Sahadja with restaurant noodles other is implementation of promotional strategies through e-WOM with collaboration together *influencer* local in Malang City.

digital promotion strategies , the advantages of Depot Mie Sahadja also lie in from type noodles used . All noodles served produced in a way independent with use recipe hereditary , so that produce texture as well as distinctive authentic taste . The menu available is also quite extensive diverse , starting from from variants salty tasty until sweet, and present choice noodles typical China like noodles mala soup and noodles broth collagen . These two menus Still seldom found in Malang City, so that become Power pull alone for consumers who are looking for experience culinary different . Although offer unique menu innovation , prices offered still affordable .

Based on the above explanation , then study This considered important , interesting and necessary reviewed with further discussion continue . Because in the research previously , the discussion study Not yet someone is researching use Instagram *platform* as promotion e-WOM and perception consumers in the field culinary as well as connection its relevance with decision purchases at Depot Mie Sahadja Malang. In the study This study There is or whether or not connection between e-WOM and perception consumer to decision purchases that become challenge strategic in business culinary moment this . Subject in study This is visitors to Sahadja Noodle Depot Siguragura branch , Malang City. Title study This namely " Influence *Electronic Word Of Mouth* and Perception Consumer On Purchasing Decisions at Sahadja Noodle Depot , Malang City".

This research also aims to determine whether there is gap e-WOM , perception consumers , and decisions purchases that become challenge strategic in business culinary moment this . Subject in study This is visitors to the Sahadja Noodle Depot Sigura-Gura branch, Malang City.

In a way overall , e-WOM and perception consumer play a role big in influence decision purchase . Information shared through social media , especially review consumers , become reference crucial make things easier candidate buyer determine step purchase (Rusli & Mulyandi , 2019) .

RESEARCH METHODS

Approach applied with quantitative explanatory For interpretation *Electronic Word of Mouth* and perception consumer influence decision purchase (Sugiyono , 2019) . Primary data was collected through questionnaire to Visitors to the Sahadja Noodle Depot, Sigura -gura Branch . Population totaling 16,920 consumers during January–June 2025, and the sample as many as 391 respondents determined with method *accidental sampling* use Slovin's formula .

Three variables in study this , namely two variables Independent : *Electronic Word of Mouth* (X_1) and Perception Consumers (X_2), as well as One variables dependent , namely the Purchase Decision (Y). The relationship between variables presented in Figure 2.

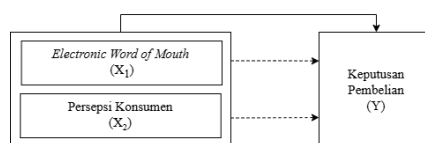


Figure 1 Connection Variables Influence *Electronic Word of Mouth* and Perception Consumer on Purchasing Decisions

Questionnaire arranged based on indicator variables . Validity tested compare mark r count and r table (Ghozali , 2021), whereas reliability assessed through Cronbach Alpha ≥ 0.6 . Data analysis using multiple linear regression preceded by normality test , multicollinearity test, and heteroscedasticity test .

F test is used see influence simultaneous , and t-test for influence partial . Coefficient determination (R^2) is used estimate ability variables free in explain variables bound (Sugiyono , 2019) .

RESULTS AND DISCUSSION

Influence *Electronic Word of Mouth* on Purchasing Decisions at Sahadja Noodle Depot, Malang City

Electronic Word of Mouth (e-WOM) proven influential significant to decision purchase consumers . Intensity interactions on social media , reviews positive , and informative content push trend consumer For buy product . Findings This in accordance with theory Kotler & Keller (2016) who emphasized that communication between consumers , both direct and through digital media, forming perception and influence attitude candidate buyer .

Coefficient results regression show that e-WOM own contribution big in push decision purchase . Consumer No only buy Because needs , but also because encouragement external in the form of recommendation *influencers* and comments other consumers . This is support study Abdillah & Pramesti (2024) who found that review positive increase decision purchase , while review negative can lower interest

buy . Credibility information circulating on social media become factor important in form perception consumers , so that the more tall level trust in reviews , increasingly big opportunity purchase .

Phenomena in the field participate strengthen findings said . Malang City with development rapidly sector culinary , which is marked with growth cafes and restaurants by 20 percent by 2023 , reflecting level competition growing business competitive . In conditions Thus , digital promotion through e-WOM functioning as differentiator that influences consumers , in particular circles active young people using Instagram. Depot Mie Sahadja's social media Alone present information in the form of contact , address , up to digital menu book for give convenience access for consumers .

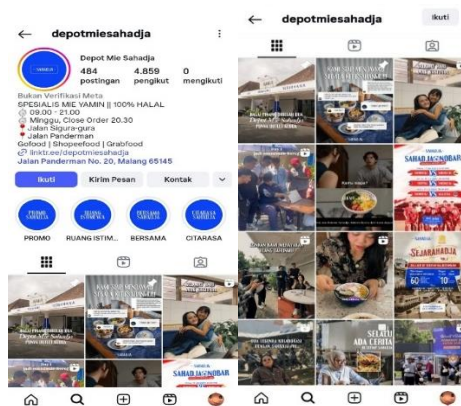


Figure 2 Instagram Account Display of Depot Mie Sahadja

Source: Research Results

According to (Siangsari & Wijayanti (2024) , activity browsing on Instagram can produce recommendation place eat well through mention each other in the column comment and with share posts via direct message, as well as through marketing strategies based *influencers* . Some Malang City *influencer* who recommends Depot Mie Sahadja including @ wiki.etika , @mbakbulekulineran, and @ nabillaaa.nailun . This strategy proven effective in build trust consumers and increase decision purchase . With Thus , e-WOM No only functioning as means communication , but also relevant digital marketing strategies in the era of competition business culinary .



**Figure 3 Screenshot Review Sahadja
Noodle Depot Influencer Source: Research Results**

Perception Consumer on Purchasing Decisions at Sahadja Noodle Depot , Malang City

Perception consumer proven influential significant to decision purchase . Assessment consumer to quality of taste, presentation , price and service become factor main influencing factors decision buy , as confirmed theory behavior consumer that decision influenced by interpretation individual on attribute product (Sujani, 2017) .

The uniqueness of Sahadja Noodle Depot— such as noodles artificial hand , variations of special menus (noodles) mala soup and noodles broth collagen), as well as affordable prices — building perception positive that encourages consumer For do purchase . Coefficient results regression show that the more Good evaluation consumer regarding taste, presentation , price and service , the more high tendency they For buy product . This is in line with Kotler & Keller (2016) emphasizes that quality perceived product direct influence on interest buy consumers .



Figure 4 Sahadja

Noodle Depot Products Source: Sahadja Noodle Depot Documentation

Phenomena in the field support results this . Most of Sahadja Noodle Depot consumers is students (88% of respondents) who assessed price affordable and consistent taste as reason main do purchase . Findings This strengthen study Tiffany & Rustam (2022) that perception positive to quality and service push consumer For buy at a time recommend product . With thus , experience direct consumer form image products that are not only increase decision purchasing , but also creating loyalty and recommendations from mouth to mouth .

Influence *Electronic Word Of Mouth* and Perception Consumer in a way Simultan on Purchasing Decisions at Sahadja Noodle Depot , Malang City

Electronic Word of Mouth and perception consumer proven in a way together influential significant to decision purchase . This result in line with research panel Iryanti et al. (2023) who emphasized that the process of taking decision consumer is

combination between influence external in the form of digital promotions and recommendations consumer others , and internal assessment in the form of quality of taste, price , and service .

Coefficient value determination show that second variables free in study This explain influence part big decision purchase , while the rest influenced by other outside factors study like loyalty brand , style live , or trend culinary . This shows that when consumer get encouragement from strong e- WOM at a time own perception positive to products and services , then decision purchase will increase optimally .

The phenomenon that occurred in Malang City shows that development business rapid culinary , marked with growth cafes and restaurants by 20 percent in 2023 , so that consumer own the more Lots choice . In the condition competition said , Sahadja Noodle Depot succeed utilise e-WOM as a different strategy at a time guard quality product to fit with perception consumers . Combination between convincing digital promotions and experiences real consumer proven effective in increase decision purchase .

Development marketing in Malang City strengthens results study This . Many consumers initially interested through reviews on Instagram as form e-WOM , then decide do purchase Because feel satisfied with quality products , prices , and services they provide accept as part from perception consumers . A combination of second factor the show that digital marketing strategy through e-WOM must supported by quality real products and services so that consumers No only do purchase occasionally , but also creates a sense of loyalty .

Purchase Decision at Sahadja Noodle Depot Malang City

Referring results analysis descriptive , response consumers on the statement decision purchases at Sahadja Noodle Depot show positive tendencies at five stages of the decision process consumer : introduction needs , search information , evaluation alternative , decision purchases , and behavior post purchase .

Analysis results show that decision purchase consumers at Sahadja Noodle Depot through five stages tend positive . As many as 49% of respondents agree that they watch reviews on social media before visiting , which shows that social media trigger introduction needs . At this stage search information , 55% of respondents agree that social media effective as source information product . Evaluation alternatives also occurred , where 54% of respondents comparing Sahadja Noodle Depot with other restaurants based on digital reviews .

In progress decision purchase , 57% of respondents state social media reviews influence decision purchase , and 44% rate online reviews more influential than from mouth to mouth . Stage post purchase show that 52% are willing recommend and 49% stated will buy repeat , although only 38% gave criticism or suggestions. Findings This

support study Iryanti et al. (2023), who stated that online platform holding contribution the entire purchasing process , from awareness until purchase repeat .

CONCLUSION & SUGGESTION

Research result show that e-Word of Mouth (e-WOM) influential significant to decision purchase , where the intensity reviews , opinions positive , and content informative on social media push consumer For try product . Perception consumer to The quality of taste, presentation , service and price are also proven. play a role important in influence decision purchase . In simultaneous , e-WOM and perception consumer each other complement , where the information obtained through social media strengthened by experience real consumers , so that increase belief For buy product .

In line with findings said , In a way theoretical , research furthermore can add other variables such as image brand , promotion directly , or loyalty customers , as well as expand objects in business culinary different for understanding about e-WOM the more in-depth . For the Culinary Arts Education Department , the results study This can become base development learning related culinary digital marketing . In general practical , Sahadja Noodle Depot recommended For increase credibility meme through collaboration with *influencers* and encouragement review consumers , maintain consistency quality of taste, service , and cleanliness , as well as combine online promotions with loyalty programs customers to be able to strengthen perception positive at a time increase decision purchase .

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