



**THE EFFECT OF FACTORS ON CONSUMERS'
PURCHASING BEHAVIOR IN MALAYSIAN
RESTAURANTS INDUSTRY (A FIELD STUDY IN
JOHOR BAHRU CITY)**

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**THE EFFECT OF FACTORS ON CONSUMERS' PURCHASING BEHAVIOR IN
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TABLE OF CONTENTS

TABLE OF CONTENTS	1
THESIS APPROVAL PAGE.....	5
DECLARATION.....	6
ACKNOWLEDGMENTS	7
ABSTRACT.....	8
ÖZET	9
ARCHIVE RECORD INFORMATION.....	10
ARŞİV KAYIT BİLGİLERİ.....	11
ABBREVIATIONS	12
SUBJECT OF THE RESEARCH	14
PURPOSE AND IMPORTANCE OF THE RESEARCH	14
METHOD OF THE RESEARCH	14
HYPOTHESIS OF THE RESEARCH'S / RESEARCH'S PROBLEM	15
POPULATION AND SAMPLE (IF AVAILABLE)	15
SCOPE AND LIMITATIONS / DIFFICULTIES	16
1. INTRODUCTION.....	17
1.1. Background of the Study	17
1.2. Problem Statement.....	18
1.3. Research Questions	21
1.4. Research Objectives	22
1.5. Study Signification	22
1.5.1. Significance to Theory.....	22
1.5.2. Significance to Practice	23
1.6. Research Scope	23
1.7. Key Terms Definition.....	23
1.7.1. Consumers' Purchasing Behavior	23
1.7.2. Service Quality	24

1.7.2. Social Media Advertisement	24
1.7.3. Electronic Word of Mouth (E-WOM)	24
1.7.4. Online Ordering System	24
1.7.5. Higher Accessibility of Information.....	25
1.8. Thesis Organization	25
2. LITERATURE REVIEW	27
2.1. Introduction	27
2.2. Food and Beverages Industry in Malaysia (F&B).....	27
2.2.1. The Restaurant Industry in Malaysia.....	29
2.3. Consumers' Purchasing Behavior	33
2.3.1. Consumer Behavior definition	33
2.3.2. Consumer Purchasing Behavior.....	34
2.4. Service Quality	36
2.4.1. Definition of Service	36
2.4.2. Definition of Quality	37
2.4.3. Definition of Service Quality	37
2.4.4. Measure the Level of Service Quality of Restaurant Services.....	39
2.5. Social Media Advertisement.....	41
2.5.1. Definitions of social media	41
2.5.2. Social media advertising	42
2.6. E-Word of Mouth (E-WOM)	44
2.7. Online Ordering System	46
2.8. Higher Accessibility of Information	49
2.9. Underpinning Theories	52
2.9.1. Cognitive Models of Consumer Behavior.....	52
2.9.1.1. The Theory of Buyer Behavior	53
2.9.1.2. Consumer Decision Model	56
2.10. Hypothesis Formulation	58
2.10.1. The Relationship Between Service Quality on Consumers' Purchasing behavior	58
2.10.2. The Relationship Between Social Media Advertisement on Consumers' Purchasing behavior.....	60
2.10.3. The Relationship Between Electronic Word of Mouth (E-WOM) on Consumers' Purchasing Behavior	63

2.10.4. The Relationship Between Online Ordering System on Consumers' Purchasing behavior	66
2.10.5. The Relationship Between Higher Accessibility of Information on Consumers' Purchasing behavior	68
2.11. Conceptual Framework	69
2.12. Summary	70
3. RESEARCH METHODOLOGY	72
3.1. Introduction	72
3.2. Research Design	72
3.3. Population and Sample	73
3.3.1. Sample Size Determination.....	74
3.3.2. Sample Techniques.....	75
3.4. Elements of Analysis	77
3.5. Data Collection Method	77
3.6. Measurement of Instruments	78
3.6.1. Consumers' Purchasing Behavior.....	79
3.6.2. Service Quality.....	80
3.6.3. Social Media Advertisement.....	80
3.6.4. Electronic Word of Mouth (E-WOM)	81
3.6.5. Online Ordering System	82
3.6.6. Higher Accessibility of Information.....	82
3.7. The Technique of Data Analysis	83
3.7.1. Reliability Analysis.....	83
3.7.2. Descriptive Statistics	84
3.7.3. Correlation Analysis.....	84
3.8. Summary	85
4. RESULTS AND FINDINGS	86
4.1. Introduction	86
4.2. Response Rate and Demographic Profile.....	86
4.2.1. Response Rate	86
4.2.2. Respondents Demographic Characteristics	87
4.3. Reliability Analysis.....	89
4.4. Factor Analysis	90
4.5. Descriptive Finding	90

4.6. Pearson Correlation Analysis.....	93
4.7. Hypothesis Testing Result of Direct Relationship of Variables	94
4.8. Summary of Findings.....	96
4.9. Conclusion.....	96
5. DISCUSSION AND CONCLUSION	98
5.1. Introduction	98
5.2. Recapitulation of the Study	98
5.3. The Impact of Factors (Service Quality, Social Media Advertisement, (E-WOM), Online Ordering System, and Higher Accessibility of Information) on Consumers' Purchasing Behavior	99
5.4. Theoretical Contributions	100
5.5. Managerial Implications.....	102
5.6. Limitations	103
5.7. Recommendations for Further Research.....	104
5.8. Conclusion.....	105
REFERENCE.....	107
LIST OF TABLES	158
LIST OF FIGURES	160
APPENDIX.....	161
CURRICULUM VITAE.....	172

THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Rahima JAFFAR titled” THE EFFECT OF FACTORS ON CONSUMERS’ PURCHASING BEHAVIOR IN MALAYSIAN RESTAURANTS INDUSTRY (a field study in Johor Bahru) is fully adequate in scope and quality as a thesis for the degree of Master of Science.

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The degree of Master of Science by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabuk University.

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DECLARATION

By signing this document, I certify that this thesis is entirely my own creation, and that all data was gathered and presented in compliance with the academic standards and ethical guidelines established by the institute. Additionally, I affirm that any claims, findings, and resources that are not unique to this thesis have been accurately attributed and referenced.

I accept all moral and legal repercussions for any indiscretion contrary to the aforementioned statement, without being constrained by a certain time.

Name Surname: Rahima JAFFAR

Signature :

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ABSTRACT

From a behavioral viewpoint, this study investigates the effects of quality, social media advertising, electronic word-of-mouth, online ordering systems, and more information accessibility on consumers' purchase behavior for Malaysian restaurants in Johor Bahru city. The goal of the study is to increase and improve the degree of customer purchasing behavior in response to quality-related factors, social media advertising and E-WOM, online ordering platforms, and more readily available information, as determined by the researcher. Where the client is more interested in studying and testing hypotheses to achieve the purpose of the study; The researcher designed a questionnaire for data collection elements consisting of a random sample (406). The questionnaire was distributed with the help of academic researchers and the data were validated for appropriate statistical analysis using the SPSS v 2.6 for social sciences statistical package. The results showed there is a significant and positive relationship between service quality and consumer purchasing behavior. For the second factor, the results found also there is a significant and positive relationship between social media advertisement and consumer purchasing behavior. For the third factor, as well the results found there is a significant and positive relationship between E-WOM and consumer purchasing behavior. For the fourth factor, the results found there is a significant and positive relationship between online ordering system and consumer purchasing behavior. For the last and fifth factor, the results found there is a statistically direct significant and positive relationship between higher accessibility of information and consumer purchasing behavior. This study revealed that the level of service provided, service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information are all factors that influence consumers' purchasing behavior from complicated connections, and it may not be possible to summarize them all in a single search because of the large number of variables.

Keywords: Consumer's Purchasing Behavior, Factors, Malaysian, Restaurants.

ÖZET

Bu çalışma, Johor Bahru kentindeki Malezya Restoranları için kalite, sosyal medya reklamları, elektronik ağızdan ağza iletişim, çevrimiçi sipariş sistemleri ve bilgiye daha yüksek erişilebilirlik ve bunların tüketicinin satın alma davranışı üzerindeki etkisini davranışsal bir bakış açısıyla incelemektedir. Çalışma, araştırmacının belirlediği kalite, sosyal medya reklamları, elektronik ağızdan ağza iletişim, çevrimiçi sipariş sistemleri ve bilgiye daha yüksek erişilebilirlik boyutlarının etkisiyle artan ve gelişen tüketici satın alma davranışı düzeyine ulaşmayı amaçlamaktadır. Danışanın çalışmanın amacına ulaşmak için hipotezleri incelemek ve test etmekle daha fazla ilgilendiği durumlarda; Araştırmacı rastgele bir örneklemeden (406) oluşan veri toplama unsurları için bir anket tasarlamıştır. Anket, akademik araştırmacıların yardımıyla dağıtıldı ve veriler SPSS v 2.6 for social sciences istatistik paketi kullanılarak uygun istatistiksel analiz için doğrulandı. Sonuçlar, hizmet kalitesi ile tüketici satın alma davranışı arasında anlamlı ve pozitif bir ilişki olduğunu göstermiştir. İkinci faktör için de sosyal medya reklamları ile tüketici satın alma davranışları arasında anlamlı ve pozitif bir ilişki olduğu bulunmuştur. Üçüncü faktör için de sonuçlar, E-WOM ile tüketici satın alma davranışı arasında anlamlı ve pozitif bir ilişki olduğunu bulmuştur. Dördüncü faktör için, sonuçlar çevrimiçi sipariş sistemi ile tüketici satın alma davranışı arasında anlamlı ve pozitif bir ilişki olduğunu bulmuştur. Son ve beşinci faktör için, sonuçlara göre bilgiye daha yüksek erişilebilirlik ile tüketici satın alma davranışı arasında istatistiksel olarak doğrudan anlamlı ve pozitif bir ilişki vardır. Bu çalışma, sunulan hizmet düzeyi, hizmet kalitesi, sosyal medya reklamları, elektronik ağızdan ağza iletişim, çevrimiçi sipariş sistemleri ve bilgiye daha yüksek erişilebilirliğin, tüketicilerin karmaşık bağlantılardan satın alma davranışını etkileyen faktörler olduğunu ortaya koymuştur. çok sayıda değişken nedeniyle hepsini tek bir aramada özetlemek mümkün değildir.

Anahtar Kelimeler: Tüketicinin Satın Alma Davranışı, Faktörler, Malezya, Restoranlar.

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ABBREVIATIONS

F&B	: Food and Beverages
CPI	: Consumer Price Index
UNWTO	: United Nation of World Tourism Organization
IHIP	: Intangibility, Heterogeneity, Inseparability and Perishability
SNS	: Social Networking Sites
UGC	: User-Generated Content
MGC	: Marketer-Generated Content
WOM	: Word of Mouth
E- WOM	: Electronic Word of Mouth
CFA	: Confirmation Factor Analysis
ρ	: Correlation coefficient
σ	: Standard deviation
Log	: Logarithmic
Var	: Variance
24-7	: Twenty-four hours a day, seven days a week; all the time
ANOVA	: Analysis of Variance
CFA	: Confirmation Factor Analysis
CRM	: Customer Relationship Management
DV	: Dependent Variable
IV	: Independent Variable
TQM	: Total Quality Management
SPSS	: Statistical Package for the Social Sciences

PLS : Partial Least Squares
IT : Information Technology
SEQ : Service Quality

SUBJECT OF THE RESEARCH

The effect of factors on consumers' purchasing behavior in Malaysian restaurants industry (a field study in Johor Bahru city)

PURPOSE AND IMPORTANCE OF THE RESEARCH

To put it another way, if consumers in Malaysia have a positive connection with the service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information of restaurants, there is a greater chance that they will keep patronizing that restaurant. The findings of this provides credence to this thesis.

In conclusion, the current study significantly advances our understanding of consumer decision-making and buyer behavior theory in the context of consumer purchases of Malaysian restaurants in the city of Johor Bahru. The study's key variables were service quality, social media advertising, electronic word-of-mouth, online ordering systems, and increased information accessibility.

METHOD OF THE RESEARCH

Studies on the effect of service quality, social media advertising, electronic word-of-mouth, online ordering systems, and increased information accessibility on customer purchase behavior are covered in the preceding chapter's literature review. Service quality, social media ads, electronic word-of-mouth, online ordering systems, increased information accessibility, and customer purchasing behavior are exactly the factors evaluated in the context of this study. To elucidate the links between variables, this chapter discusses the study's methodology, theoretical framework, and hypothesis formulation (independent and dependent variables). To meet the study goal, the questionnaire was employed as a technique for data collecting. Additionally, a summary of study design, data sampling, data tools, and research objective testing will be provided in this chapter.

HYPOTHESIS OF THE RESEARCH'S / RESEARCH'S PROBLEM

On the basis of hypothesis testing, H1 results were supported. This indicates that consumer in the restaurant has good positive perceptions of service quality, and these affect their purchase from the restaurant. It also supported the results H2, which was also supported by the findings that were obtained confirming the effect of was also supported by the results that were obtained demonstrating the social media's effect advertisements on the behavior of consumer purchasing. Now we'll move on to H3 The findings demonstrated favorable and statistically significant outcomes, indicating that electronic word-of- mouth has a constructive effect on purchasing level. Besides, results were supported H4, this indicates that consumers in restaurants have good positive perceptions of online ordering systems, and these affect their consumer purchasing behavior. The last hypothesis that was suggested H5, was also supported by the acquired data, which confirmed the effect of information's higher accessibility on the behavior of consumer purchasing. These results also supported the last proposed hypothesis that was supported the last proposed hypothesis that was supported by these results.

As a result, the aforementioned research gaps are addressed in this study, which conducts an empirical investigation into how consumer purchasing behavior in the industry of restaurant is affected by factors like the quality of service, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information. To the best researcher's knowledge, here is a study of ground-breaking of the context of a Malaysian restaurant as a city of Johor Bahru in terms of the integration of forecasts with (service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information) on purchasing behavior of restaurant consumers.

POPULATION AND SAMPLE (IF AVAILABLE)

Johor Bahru city boasts the largest population, the greatest cultural diversity, and the greatest diversity of nationalities in Malaysia, as well as a varied range of economic activities. The people that participated in this study are all consumers of Malaysian restaurants. Based on the statistics published by the World Population

Review (2022) the Johor Bahru population is estimated to be 3.79 million. The study's population target involves with consumers visits Malaysian restaurants.

SCOPE AND LIMITATIONS / DIFFICULTIES

A research project is only as strong as its capability to recognize its limitations. The contributions from this thesis to buyer behavior and consumer decision literature were presented in the previous section, but such contributions, together with such contributions, are only effective when limitations are pointed out in respect of them. Like other studies, the results of this thesis have weaknesses, and they have to be recognized when interpreting the results and when highlighting the possibilities for the future research. In the next paragraphs the limitations will be discussed.

1. INTRODUCTION

1.1. Background of the Study

"You have to buy right to sell right", which has become a catchphrase for the food service sector (Reynolds, 1966). Similarly, it is understood that purchasing, a crucial functional activity in restaurant operations, is essential for the sustainability of the industry (Shahzadi, Malik, Ahmad & Shabbir, 2018). One of the early academic studies about purchasing for the restaurant business identified several research topics, including inconsistent quality, heightened competitiveness, and erratic economic cycles (Gee, 1975).

Restaurants in specifically have additional hurdles since they must adapt to quick changes in client demand and then create marketing and sales strategies to outperform their competitors (Hwang et al., 2019). Due to these difficulties, understanding consumer behavior is crucial for maintaining and enhancing the financial success of restaurants (Riegel & Reid, 1990). As a result, a big part of a restaurant's performance rests on how well the buying job is done. In order to achieve the restaurant's food and beverage goals, these customers' spending power and industry experience may be crucial (Dane & Pratt, 2007). In the past, managing transactions and purchasing were thought to be synonymous. This operational strategy disregarded the advantages for the company of approaching purchase behavior more strategically (Monczka et al., 2016).

Best practices for strategic purchasing, which entails planning, implementing, and evaluating purchasing behavior activity in restaurants, must be identified by buyers to maximize advantages (Xiamei, 2014). In support of this, Carr and Smeltzer (1997) highlighted the primary goal of studying consumer purchasing behavior, which is to direct basic purchasing activities toward achieving competitive advantages that are intended to advance the goals of the firm; doing this requires high level skill sets rather than merely buying.

In order to accomplish strategic purchasing targets and business sustainability, restaurant managers must study customers and their behavior and include motivations for purchasing them into the decision-making process (Danese, 2013). In order for a business to be commercially successful, it is crucial to not only draw in new consumers

but also to offer outstanding service that encourages purchases and stimulates recurring visits and purchases (Hwang & Lyu, 2019; Oliver, 2010).

Customers are more likely to make further purchases and recommend the business to their family, friends, and other people if they are pleased with the service (Bowen & Shoemaker, 2003; Manosuthi, Lee & Han, 2020). For restaurant owners, increasing client retention rates is essential since it protects their business's long-term survival in the intensely difficult and competitive restaurant industry (Hwang, Kim & Gulzar, 2020).

Restaurants nowadays are more aware than ever of the need to fully understand purchasing behavior, and even anticipate consumers' requirements, in addition, customers are becoming more aware of the service's quality they provide to restaurants, so there are becoming increasingly interested in gauging the level of purchase from consumers as a result of the highly competitive nature of the restaurant industry, likewise, The restaurants noticed that the higher level of customer purchasing, the greater the elasticity demand and thus the survival of their business (Song, Bae & Han, 2019).

1.2. Problem Statement

According to the Malaysian Department of Statistics (2020) the food service industry is the quicker industry as a global market, and it is rapidly developing in Malaysia. In 2020, the consumer price index (CPI) of hotels and restaurants in Malaysia was 132.4, an increase from the preceding year. This shows that consumers have more spending power, which encourages them to dine out more frequently (Kohli et al., 2020). The type of consumer behavior has altered because of the rise of Malaysian individuals' socio-demographic and economic elements (Agwa, Aziz & Khalifa, 2018a; Mohamud, Khalifa, Abuelhassan & Kaliyamoorthy, 2017).

To say it differently, Malaysian citizens are getting more educated, earning more income, and changes in household size have affected their consumer's food behavior, another potential reason is because of a shift in customers' ways of life, Malaysians tend to eat out on a routine basis as a result of style of living (Faridah, Hazrina, Noorkhizan, Zaki & Bakar, 2018), vast selection of foods offered by the restaurant (Noraziah & Mohd Azlan, 2012). As the expense of living rises, particularly

for those living in cities. time constraints limit their capacity to make home-cooked meals (Ali F, Amin M & Ryu K, 2016). According to Nayga and Capps (1994) working people are more likely to go out to eat than nonworking people.

As a result of Malaysia's rich food tradition, the local restaurant sector has flourished; many travel writers and food reviewers have acclaimed Malaysia as a food heaven with a dynamic and diversified food service/restaurant industry, which is consistent with the rise of the food service industry (Othman, Kandasamy, Bakar & Chua, 2018). Long-term development in the restaurant business is expected to be good due to increased spending on dining out by locals and the expansion of overseas consumers (Giuntella, 2018).

Restaurants are among the most competitive sectors, and consumers have numerous restaurant options as the industry of food and drinks continues to develop (Rana, Lodhi, Butt & Dar, 2017). Several new restaurants have emerged by displaying almost the same and similar service products, thus making a restaurant compete to improve the best service quality, thus, acknowledging the restaurant purchasing behavior process can help restaurant managers satisfy the needs of their customers (Akbar & Alaudeen, 2012). To compete and remain in a competitive market, restaurants must concentrate on enhancing their service quality (Gregory, 2019).

Due to the challenging market, Malaysia's restaurant sector is building an organizational structure that may result in a reduction in total consumer dissatisfaction with service and quality (Agwa, Aziz & Khalifa, 2018b). It is critical for the restaurant sector right now to analyze service and attributes that will entice customers to purchase. Consumer purchase patterns vary according to the level of service given; hence it is critical for businesses to enhance service quality (Abdulla, Khalifa, Abuelhassan & Ghosh, 2019). Customer satisfaction is one of the most critical difficulties that every firm encounters and firms' success is dependent on their ability to create distinctive value in the services they provide to clients in an efficient manner (Wahab & Dong, 2017).

As Yu (2002) proposed, improved service quality will lead to consumers purchasing, indicating the need of researching the link between service quality and customers' purchasing behaviors while making a purchase consumer. According to

Stanton (2000) are becoming more aware of the quality of restaurant service. Customers are readily swayed by a single evasive encounter (Qin & Prybutok, 2009).

According to Marinkovic, Senic, Ivkov, Dimitrovski and Bjelic (2014) improving service quality appeals new customers and assists the company to retain its existing customer; also, no company can survive unless it can attract and retain a significant number of customers.

According to Moorthy, Chee, Yi, Ying, Woen and Wei (2017) to keep existing consumers is one of the marketing strategies and restaurant owners should pay close attention to shifting their marketing strategy from acquiring new customers to keeping existing ones. Because the restaurants provide almost identical products and services, maintaining loyal consumers is critical to survival in a competitive industry (Ahmad Shariff et al., 2015).

Among the factors mentioned by Ma, Qu and Eliwa (2014) that may cause a rise in the restaurant's sales through customers is that consumers visit frequently, and open new menu offers and services, whether through ordering from inside or outside the restaurant through social networking programs. As a result, they are more likely to share favorable word-of-mouth marketing, attracting new consumers to the restaurant (Saura, Palos-Sanchez & Reyes-Menendez, 2017). Furthermore, maintaining consumers offers a financial benefit over obtaining new customers (Wills, 2009).

These days, buyer because it straightforwardly makes effect on other customer feeling, online audit locales and social media websites have gotten to be a fundamental source of data for consumers and apply a strong effect on customer buying behavior and decision-making (Reyes-Menendez, Saura & Filipe, 2019). Moreover, extension of online requesting, drive-thru offices at nourishment outlets, app-based companies giving conveyance administrations and a fast rise in appropriation of eateries utilization in developing economies, is driving current deals development, and expected to control the development of the eateries segment into the predictable future (Globe News Wire, 2019).

According to Majid, Alias, Samsudin and Chik (2016) it appeared that these variables changed depending on the kind of eateries. Downscale and upscale restaurants can be distinguished by their offers, presentation, service styles, and cuisines (Harun, Prybutok & Prybutok, 2018; Qin & Prybutok, 2009). Due to the dynamic nature of the

food service sector, the factors that affect consumer purchase behavior may change over time (Cronin et al., 2000; Han & Hyun, 2017). Based on the service they receive from the restaurant, as well as other factors examined in this literature (Kumar, Konar & Balasubramanian, 2020). And based on their recommendation, this current research aims to understand the effects of service quality social media advertisement, E-WOM, online reviews, and other factors on an organization's success and increased efficiency. The suggested conceptual framework of the current study is quite similar, and both will significantly enhance the buying side of the restaurant sector (Kumar et al., 2020).

To the best of the researcher's knowledge, this is a ground-breaking study in the context of the Malaysian restaurant industry in Johor Bahru city in terms of the integration of forecasts (service quality, social media advertisement, E-WOM, online ordering system, and higher accessibility of information) on the consumer purchasing behavior. As a result, the research gaps are addressed in this study, which conducts an empirical investigation.

1.3. Research Questions

To learn more about the research topic, a few questions are generated relating to the study concerns. The evaluation of variables' effects on patrons' purchase decisions at a Malaysian restaurant in Johor Bahru will be aided by the questions developed below. The research topics for this study are as follows:

- 1) Does Service quality have effect on consumers' purchasing behavior?
- 2) Does Social media advertisement have effect on consumers' purchasing behavior?
- 3) Does Electronic word of mouth (E-WOM) have effect on consumers' purchasing behavior?
- 4) Does Online ordering system have effect on consumers' purchasing behavior?
- 5) Does Higher accessibility of information have effect on consumers' purchasing behavior?

1.4. Research Objectives

The study aims to achieve the objectives listed below:

- 1) To examine the effect of service quality on consumers' purchasing behavior.
- 2) To examine the effect of social media advertisement on consumers' purchasing behavior.
- 3) To examine the effect of electronic word of mouth (E-WOM) on consumers' purchasing behavior.
- 4) To examine the effect of online ordering system on consumers' purchasing behavior.
- 5) To examine the effect of higher accessibility of information on consumers' purchasing behavior.

1.5. Study Signification

The significance of this study is viewed from two different but integrated perspectives: The significance to theory and the significance to practice.

1.5.1. Significance to Theory

This study deals with a framework related to the effect of (service quality social media advertisement, E-WOM, online ordering system, and higher accessibility of information) on consumers' purchasing behavior. This study contributes to presenting a study in the Malaysian restaurant in city of Johor Bahru.

This study helps to add to the existing body of information about the reciprocal benefits of consumer decision, which already exists by looking at how effects of consumers' purchasing behavior, may get insight into the evolution of ties between the providers of restaurant's services and the consumers of such services. Consumers are known as conscious of their connections with service providers, since this influences their purchasing behavior, according to the findings of the study. The factors are an important predictor of consumers' purchasing in a model of consumers' purchasing behavior and this suggests a substantial addition to the buyer behavior theory and consumer decision.

1.5.2. Significance to Practice

The study identifies anticipated differences in purchasing from restaurants in the effect of consumers' behavior of the joint analysis survey and test experiments. The resulting framework is a helpful tool from restaurateurs' point of view to gain a better understanding of the suppliers' perspective in Malaysian restaurants.

1.6. Research Scope

The restaurant business has seen tremendous growth in recent years all around the world. The restaurant sector has come under more attention as a worldwide enterprise. Today, the restaurant industry is regarded as a thriving sector; particularly, there are more and more consumers who look at quality rather than quantity. Consumers are less likely to be drawn in by the sheer volume of goods offered today than they are to the quality of the goods and services being offered. According to Lane and Dupré (1997), the restaurant industry's success in the global economy can be attributed to its ability to anticipate client wants.

By expanding knowledge of the theory of buyer behavior and the consumer choice model, this thesis improves academic comprehension. Therefore, the customers of Malaysian restaurants can benefit from the presented model and theory that applies aspects (service quality, social media marketing, E-WOM, online ordering system, and better accessibility of information) on purchasing behavior. Regarding variable integration, scope coverage, and statistical analysis, this work varies from all other contributions.

The Malay restaurant in Johor Bahru, Malaysia, in 2022 was chosen as an example because it makes a significant contribution to Malaysians.

1.7. Key Terms Definition

1.7.1. Consumers' Purchasing Behavior

They further add that the process may include several actions and stages and is defined as a set of activities that involve the purchase and consumption of products and

services as a consequence of the customers' emotional and mental requirements and behavioral responses (Adhiansyah, Sudono & Rizkyanfi, 2020).

1.7.2. Service Quality

The specific assessment that customers make between the promised service quality and the services that are actually provided is what is focused on; as a result, quality is defined as whatever the buyer perceives to be a quality (HAJI-OTHMAN, YUSUFF & ABDULLAH, 2021).

1.7.3. Social Media Advertisement

This is an effective strategy that restaurants may use for marketing and PR to reach a large audience and affect customers' experiences and purchasing behavior, it is essential for successful marketing since it will create a perceived favorable image (Clement et al., 2019).

1.7.4. Electronic Word of Mouth (E-WOM)

This is described as unofficial communication between producers and consumers as well as communications between consumers themselves that are conducted directly with customers over the internet and are based on technology related to the usage and characteristics of specific goods and services or their sellers (Juran et.al., 1974). Both are crucial components of "Word of mouth" flows and clearly differentiate from interactions through mainstream media (Tenreng, Idrus,Lalo & Badruddin, 2019).

1.7.5. Online Ordering System

Provides a set of procedures used in the purchase of food that replaces face-to-face interaction, the service presents a platform that provides consumers with order services, prices, and information on the destination of the customer to deliver the food (Pigatto, Machado & Machado, 2017; Lawal & Adzitey, 2022).

1.7.6. Higher Accessibility of Information

Customers' content that may also include their product usage experiences and other associated data, such product characteristics and purchasing experiences (Goh, Heng & Lin, 2013; Uthaisar, 2021).

1.8. Thesis Organization

Chapter 1: This chapter contains a study background, a research problem, research objectives, research questions, and a thorough examination of the influences that affect customers' purchase decisions.

Chapter 2: This chapter is dedicated to a discussion of the aspects of the study done by other academics and researchers, as well as their findings, and it begins with an overview of the study. It not only includes the definitions, explanations, and arguments that were presented by them, but it also includes the results that they arrived at after performing a great deal of study. In addition to this, the researcher offers some theories on certain aspects of the topic that were investigated to get a better understanding of it. The conceptual model and the hypothesis that guides the creation of the model are both depicted in the conceptual framework that served as a framework for the study. In addition, the conceptual framework served as a framework for the research.

Chapter 3: This chapter describes how the whole data gathering procedure was conceptualized and planned. The research strategy and methods that served as the parameters for the study's course are described in detail in this section. The researcher also described the sampling procedure that was used to pick the responders, as well as the sample that comprised the study's participants. Additionally, the researcher stated how they planned to gather the data as well as the equipment that would be utilized to do this task.

Chapter 4: Thus, the researcher analyzed the data using the SPSS program, and the program version that was used was 26.0, to achieve the primary objective of the study, which comprised demographic descriptive statistics, a regression model, a correlation test, a normality test, and the measurement of pertinent and significant responses from customers; additionally, based on the result, the excite

Chapter 5: In this chapter, you will find all the discussions on conclusions and findings of research analyses, as well as any recommendations and suggestions that the researcher has presented. As such, the first section of this chapter contains the desired results that will help you achieve your research goal. After that, concentrated on ideas and proposals that may contribute to the improvement of financial services and the advancement of research in the future.

2. LITERATURE REVIEW

2.1. Introduction

This study tries to discover the factors that influence consumers' purchase decisions in the Malaysian restaurant business. This chapter focuses on relevant academic literature on topics including service quality, social media advertising, online ordering, and more information accessibility. Together, they make up one part that contains the independent and dependent variables (consumers' purchasing behavior), including service quality, electronic word-of-mouth, social media advertising, online ordering systems, and higher accessibility to information. This chapter examines and compares customer spending patterns in the Malaysian restaurant industry.

2.2. Food and Beverages Industry in Malaysia (F&B)

Based on Section of Statistic Malaysia (2022) quality French, Italian, German, Syrian, Thai, Sri Lankan, and other cuisines are also easily accessible across Malaysia in combination to Malay, Malaysian Chinese, and Indian (northern and southern) cuisine. Malaysia is well recognized for being a mash-up of cultures and unusual cuisines as the "*Food Capital of Southeast Asia*".

The Food and Beverage Industry (F&B) is acknowledged as a fast-growing industry and one of the main contributors to the public account in Malaysia. In 2018, the Malaysia F&B Industry was valued at around €22.12 billion, expanding at a pace of 7.6% yearly. In Malaysia, the food and beverage (F&B) business is quite diversified, offering a broad variety of processed foods for Asian tastes and nutritional preferences in addition to numerous western recipes (Department of Statistic Malaysia, 2022).

The Department of Statistics Malaysia (2022) estimates that the average monthly household spending in Malaysia grew from €827.13 in 2016 to €929.88 in 2019. In 2019, restaurants and hotels continued to be one of the major expenditure categories, accounting for 13.9% of the average monthly household expenditure (estimated at €129.41). The following food and restaurant trends in Malaysia for 2020: vegan and plant-based alternatives, open kitchens, juice pairings/non-alcoholic drinks, the utilization of local cuisine, and pick-and-go eateries. In Malaysia, the term "food

distribution" refers to the supply and distribution of goods to consumers through the retail and service industries. Malaysia's market for the distribution of food and drinks was estimated to be worth €20.48 billion in 2017 and is expected to increase to €30.34 billion by 2022.

In Malaysia, in 2021, more than 1.25 million people were working in the industry of food and drinks. according to information from the United Nations World Tourism Organization (UNWTO, 2021). Because more individuals were employed in this industry in 2020 compared to the previous year, Malaysia's consumer price index (CPI) for hotels and restaurants rose from the prior year to 132.4. A weighted average price for a basket of consumer goods is measured by the CPI.

Table 1. Percentage Change for Subgroup Food & Non-Alcoholic Beverages

Main Group	Weight	Index Dec 2020	Percentage charged	
			Dec 2020 / Dec 2020	Nov2020 / Dec 2019
Food & Non-Alcoholic Beverages	29.5	135.8	0.5	1.4
Food	28.4	136.8	0.4	1.4
Food at Home	16.9	132.6	0.8	1.3
Rice bread & other cereals	3.5	111.8	0.1	0.7
Meat	2.5	126.3	1.2	2.2
Fish & seafood	4.0	155.2	0.6	0.9
Milk, cheese & eggs	1.5	124.6	0.6	-0.3
Oil & fats	0.6	120.2	0.3	1.9
Fruits	1.2	135.4	-0.1	1.2
Vegetables	2.1	144.0	2.9	3.6
Sugar, jem, honey, chocolate & confectionery	0.6	134.1	0.1	-0.6
Food products n.e.c	1.0	136.5	0.2	2.4
Food away from Home	11.5	14.5	0.2	1.6
Coffee, tea, cocoa & non-alcoholic beverages	1.1	112.9	0.1	0.4

*Source: Department of Statistics, Malaysia, (2021)

Restaurants are among the most competitive businesses due to the food and beverage industry's continued expansion, and Malaysia's food service industry offers a broad variety of regional and global cuisines. Meanwhile Long-term development in the restaurant business is predicted to be favorable due to rising local expenditure on eating out and a rise in foreign visitors, while the index for food consumed away from home grew 1.6% in December 2020 compared to December 2019. Over 31% of

Malaysians are said to have spent their discretionary income on eating out in recent years (Department of statistics, Malaysia, 2021).

2.2.1. The Restaurant Industry in Malaysia

The foodservice business includes the restaurant sector, which is one of the fastest growing foodservice industries in Malaysia. A restaurant is essentially described as an establishment that offers food, beverages, and services at a specified location (Othman, Kandasamy, Bakar & Chua, 2018)

Malay, Chinese, Indian, and many more ethnic groups are represented in Malaysia in a variety of ways in the country's restaurants. Malaysia, a contemporary and developing nation, is developing quickly in accordance with global trends in the foodservice sector (Ismail, 2012).

There are many different types of dining establishments in Malaysia, including full-service restaurants, quick food restaurants, bistros, food courts, eat-in pastry kitchens, and bars and pubs (El-Aidie, 2018). The majority of restaurants provide Asian cuisine, with Chinese restaurants dominating the mid- and top-tier options (Trung, ,Ashekin, Hong & El-Aidie, 2021). The local dining scene is dominated by Malay, Indian (various cooking techniques), Japanese (different foods/organizations), Indonesian, and Thai restaurants. The consumer food service business in Malaysia is dominated by QSR Brands such (KFC), Golden Arches (McDonald's), and Secret Recipe Cakes & Café (Hossain, Khalifa & Abu Horaira, 2019).

Table 2. Industry Sector Key Information in Malaysia

Sector	Subsector	Number of Establishment	Valu (USD)	Growth Rate (2010-2015)
Hotels	5 Star	80 units 6240 room	6 billion	5.3%
	4 Star	144 units 11.232 rooms	237 million	6.2%
	3 Star	231 units 16.614 rooms	117 million	6%
Restaurants	Mid to high end	2190	3 billion	2.7%
	Western	2670	2.5 billion	2.6%
	Local Western mid to high end	3128	750 million	2.9%
	Fast food restaurant	2975	2.0 billion	37%
	cafes	5081	1.3 billion	11.3%

*Source: Department of Statistics, Malaysia, (2015)

Johor, Kedah, Kelantan, Malacca, Negeri Sembilan, Pahang, Perak, Perlis, Sabah, Sarawak, Selangor, and Terengganu are the 13 states that make up all of Malaysia, together with the three extra federal territories of Kuala Lumpur, Labuan, and Putrajaya (Department of statistics, Malaysia, 2015).

Malay restaurants in Johor Baharu, the state's capital, were those that participated in the survey. In regard to the food, service, and ambiance (Malay décor and background music), these restaurants embrace the Malay racial concept. They also have Halal Certification in selling Halal goods and services under the mid-market family restaurants of the type one Food Store Category. These requirements are equivalent to those followed by Malay family restaurants across the world (Yusof & Kalirajan, 2020).

The three Malay eateries were picked because they are the most well-known and well-established in the Johor Bahru city center, follow the Malay traditional notion, and are frequently visited by many patrons who gave the researcher their approval and agreed to take part in the study. Below are explanations of the selection criteria for these eateries.

Ismail (2012) the three family-run eateries in Malaysia were picked because they are independently and locally owned by Malaysians and offer features that may affect dining decisions, such as a large number of seating options, different types of service (self-service, table service, and take out), and high-quality food, particularly a wide selection on the menu. This was done to broaden the applicability of the findings and advance our understanding of patron purchase patterns in relation to the whole eating experience.

a- SBR Restaurant

SBR is in Larkin Perdana in a corner of a retail lot. It is open from seven days a week at seven in the morning till four in the afternoon. A Malay family owns and runs the SBR. It incorporated a modern Malay idea for the interior design and service style and a traditional Malay concept for the staff uniform and food and drink. It can accommodate up to 200 clients. For breakfast, the SBR serves a variety of noodles, Malay local kuih, Roti Jala, Roti Canai, and Nasi Lemak. For lunch, the SBR serves a buffet of more than 60 Malay traditional dishes called Nasi Campur, along with

restaurant-specific menus for dessert and fried rice. There are three service areas: inside with no air conditioning, indoors with air conditioning, and outside with open air (Ismail, 2012).

b- SSR Restaurant

SSR is the largest Malay restaurant in Johor Baharu and the only one that is open twenty-four hours a day, seven days a week. It can accommodate 470 patrons at once. It is situated in Danga Bay, has four locations, and provides a variety of family menu options, including Malay, Chinese, Indian, Western, and continental cuisines. Table d'hote menu is only offered for supper, while the Malay buffet Nasi Campur meal is available for lunch and the a la carte menu for breakfast and dinner. The SSR uses contemporary Malay concepts for its cuisine, staff uniforms, and service methods (Ismail, 2012).

c-AWR Restaurant

AWR can be found in Johor Bahru on Jalan Mahmodiah. The restaurant's interior design and food combine traditional and modern ideas, while the private dining room, eating manners, live music, and staff uniforms use traditional Malay ideas. It offers meals for lunch, tea break, and supper and is open from 11:00 in the morning till closing late at night at around 3:00 in the morning the following day. There are a number of menus offered that are divided into Malay, Chinese, Indian, Western, and continental categories (Ismail, 2012).

The primary emphasis of this study is consumer purchase patterns in the Malay restaurant sector in Johor Bahru, the state's capital. The primary emphasis of this study is on Malay family eateries that are located 25 square kilometers or less from Johor Bahru City Center. Figure 1., depicts the location of the city core of Johor Bahru on a map of the state of Johor (Insight Guide to Johor, 2009).



Figure 1. Map of Johor City

Thoo, Zuraidah, Muharam and Ramli (2018) three examples may be used to demonstrate the existing and future economic significance of the restaurant sector in the Johor Bahru city center.

First, Johor State introduced the "Johor Visit Year" campaign in 2003. The promotion of Johor State to local and foreign tourists through its culinary offerings was one of the objectives of this initiative. To fulfill the objectives of the Johor Visit Year 2003 promotions, it was crucial for the restaurant owners to please their patrons and uphold the reputation of the Malaysian restaurant sector (Insight Guide to Johor, 2001).

Second, the State of Johor is made up of a combination of Malays, Chinese, Indians, and other ethnicities and has a land size of 19,210 sq. km, making it the third biggest state in Malaysia after Sarawak and Pahang. After Kuala Lumpur, the country's capital, Johor Bahru is the second busiest city in Malaysia (Insight Guide to Johor, 2009). There are many people in the city, both locals and visitors (local and international tourists, 2010). According to statistics, the overall number of visitors to Johor grew from the same period in 2009 to the same period in 2010 from 8.74 million to 9.23 million (Malaysia immigration department report, 2010). Johor Bahru became the most popular tourist attraction in Johor State in 2006, drawing 2.2 million visitors (Malaysian tourism department report, 2006). This circumstance has indirectly increased the importance of the restaurant business.

Third, Iskandar Malaysia, formerly known as South Johor Economic Region and Iskandar Development Region at South Peninsular Malaysia, is the key southern development corridor in Johor. The Malaysian government announced Iskandar Malaysia on July 30, 2006, as one of the major developments for the nation in the years to come (2005–2025) (Khazanah Nasional, 2009).

2.3. Consumers' Purchasing Behavior

2.3.1. Consumer Behavior definition

Consumer behavior is described by Kazmi and Batra (2004) as the mental operations and outward actions that consumers make both prior to and following the consumption of goods and services. Consumer behavior encompasses all the acts that economic actors do to evaluate, acquire, use, or dispose of products and services. It is composed of two key components: final purchase behavior and the decision-making process (Meesala & Paul, 2018). The decision-making process is unseen to us since it involves a variety of 6 factors and circumstances, whereas the purchasing action is more of a mental activity, which makes it apparent (Laing & Hogg, 2008). Purchase behavior is the consequence of a buyer's choice, which we cannot see but has an effect on purchasing the consumer makes (Engel et al., 1986).

Consumer behavior is the complicated and changing process of choosing a thing to purchase, going through the buying process, getting the products, using them, or throwing them away to afford the wills of a single person, a group of people, or an organization (Namada, 2021). Customer behavior study focuses on customer purchasing patterns since customers might play three different roles: buyer, payer, and consumer (Flint & Boutin Jr, 2011).

Table 3. Consumer Behavior Definition

Authors	How to define consumer behavior	Findings
Faison and Edmund, 1977	The presumption that humans have a range of wants that influence their state of being.	Needs
Engel et al., 1986	Those people's behaviors directly associated to the procurement, use, and disposal of economic goods and services, including the pre- and post-behavioral decision-making processes.	Acts, individuals
Kotler, 1994	The study of consumer behavior involves examining how, what, when, and why consumers make purchases.	
Solomon and Draine, 1995	The study of "the activities done by individuals or groups to select, get, use, or discard goods, services, ideas, or experiences in order to satisfy desires and needs is known as consumer studies.	Process, needs, individuals, group
Schiffman et al., 2013	The acts which consumers perform when they search for, purchase, use, evaluate, and reject products and services that they feel will satisfy their needs.	Acts, need

2.3.2. Consumer Purchasing Behavior

Consumer's purchasing behavior is the research in which people purchase and discard things, ideas, services, or experiences to satisfy their wants and demands (Kotler & Keller, 2016).

Several factors in consumer purchasing behavior are regarded to have some influence on the purchases that consumers make. A process that uses the inputs of the utilization through actions and process to satisfy requirements and wants has been described as purchasing behavior (Enis & Roering, 1980). The opposite is true in terms of consumer purchasing behavior, which refers to the purchasing behavior of final consumers, including persons and families, who buy things and services for personal consumption (Kumar & Dash, 2015). The definitions of consumer purchasing behavior have also been offered.

Table 4. Consumer Purchasing Behavior Definition.

Authors	Definition
Blackwell, Miniard and Engel, 2006	The issue of consumer purchasing behavior is complicated and dynamic, making it difficult to summarize clearly and consistently. As a result, scholars have provided several descriptions of the idea of consumer purchasing behavior.
Solomon et al., 1995	Consumer purchase behavior is the procedure by which individuals and organizations choose, get, use, and then discard goods and services to fulfill their wants and preferences.
Schiffman 2007	They both provide a similar definition of consumer purchasing behavior, claiming that it is expressed when consumers pick and choose items or services using their available resources to satisfy their desires and preferences.
Stallworth, 2008	Consumer purchasing behavior is described as a collection of actions including the acquisition and utilization of products and services because of the emotional, mental, and behavioral demands of the consumers.
Laing and Hogg, 2008	They go on to say that the process may include several activities and stages.
Kotler and Keller, 2016	They also stress how important it is for manufacturers and service providers to comprehend how customers choose their goods and services since doing so offers them a competitive advantage over their competitors in a variety of ways. For instance, utilizing the information they have learned via studying consumer buying behavior, they may build their strategies to effectively supply the right products and services to the right audience of consumers reflecting their needs and wants.
Engel et al., 1986	the importance of understanding consumer behavior. According to the author, a better knowledge of consumer purchasing patterns would be advantageous for the country's economy.
Blackwell et al., 2006	The author goes on to claim that countries whose consumers' buying habits are well-understood have very high standards for goods and

	products. This increased the goods' and services' competitiveness on the world market, increasing the country's export potential. Meanwhile, the excellent caliber of regional goods and services leads to a sophisticated domestic clientele.
Lancaster, 2002	To influence consumers' decisions, businesses also engage in advertising and promotion. However, when doing so, they must consider other extrinsic factors, like the politics, technology, and ethnic cultures of the country, all of which are outside the control of business and the customer.
Kotler, 2005	It is vital to keep in mind that, despite considerable efforts, it is incredibly challenging to pinpoint the specific aspects that lead customers to favor a certain commodity or service to rivals. This is a result of the fact that customers occasionally base their purchases on irrational emotional assumptions.
Kotler and Armstrong, 2013	The most preferred brand among a variety of options is often chosen by consumers when making purchases, however there are two factors that may affect both buying behavior and selections. The scenario is the second element, with other people's views being the first. As a result, it's possible that likes and buying habits don't necessarily convert into actual transactions.
Setiadi, 2016	Underlined that choosing between two or more items or services before making a purchase is a key component of customer purchasing behavior.
Kotler and Keller, 2016	Customers will assess several brands and choose which ones to prioritize when choosing from a choice of alternatives they prefer.

Adhiansyah as well as others (2020) although the definitions given above range widely all of them result in the same ending: consumer purchasing behavior is the process of selecting, acquiring, and discarding goods and services in line with the needs and preferences of the consumers. However, academics and researchers generally concur that this process is susceptible to continuous adjustment throughout time as customers' purchasing characteristics change due to their physical and psychological needs (Loudon & Della Bitta, 1993). Consumer purchase behavior, in its simplest form, describes the choice consumers make when choosing a product from a variety of possibilities. Understanding customer behavior is essential to developing successful marketing tactics (Verplancke & Gelati, 2022).

Consumer behavior is the decision-making process and physical conduct that individuals engage in while determining whether to assess, buy, utilize, or dispose of goods and services (Loudon & Della Bitta, 1993). According to Hoyer et al. (2010) the identification of personality characteristics explains variations in consumer behavior for making purchases, utilizing items, and discarding them.

2.4. Service Quality

2.4.1. Definition of Service

The term "service" has more 38 descriptions in the Oxford English Dictionary as transitive verbs, nouns, or adjectives, the views among advocates are greatly differing as a consequence of various points of view arising from various fields dealing with this problem (Preece & Jordan, 2007).

In fact, Spring and Mason (2007) summed up that even through this, two significant, pervasive themes emerged from this discussion, dealing on the one hand (1) treating this phrase as an abnormality, that involves what the definition of services are (for example, intangible, non-storable, non-transportable, and so on), and on the other hand with (2) dealing through the use of services, this derives from its 'IHIP features' (intangibility, heterogeneity, inseparability and perishability).

As a result, in the current situation, one must select and match the proper definition to its economic discipline and issue (Araujo & Spring, 2006).

There are several definitions for the word "service," which encompass a wide range of individual offerings (Parry et al. 2011). According to Kotler and Armstrong (2016) described it is an activity or advantage that the other side offers to the other side and is fundamentally intangible because it does not require ownership of anything. In general, service is an activity or group of activities with more or less, but not always, intangible qualities that take place between customers and service providers to address customers' problems. Service is also an activity or group of qualities that take place between customers and service providers to address customers' problems (Esmailpour et al., 2017).

Four characteristics for service have been provided by Kotler and Armstrong (2016) these characteristics are tangible and invisible, inseparable, changeable, and can't be kept or perishable. The service concept's attributes of abstraction, heterogeneity, and synchronization imply that the idea of service quality cannot be described using a standard framework (Parasuraman, Berry & Zeithaml, 2002).

2.4.2. Definition of Quality

Quality as defined by Chase (2010) is not an attribute of an object but rather the performance and experience that the client experiences. According to Abdullah and Afshar (2019) the concept of quality is a nebulous and elusive hypothesis. Since products and services have various properties, it's important to differentiate between the two. Products are more physical than services, which are intangible and involve actual performing (Abdullah & Rahman, 2015).

The fact that services are a process rather than a physical object is one of their most significant and distinctive qualities, as a result, service providers just engage in interactive processes rather than selling any items, services are difficult for suppliers to deliver since they are unseen, and customers find it difficult to evaluate them (Ali & Anwar, 2021).

From the perspective of a manufacturer, quality is the product's capacity to do the duties designed for it, quality is a topic with several meanings in business literature that may be investigated from numerous aspects (Esmailpour, Sayadi & Mirzaei, 2017). From the standpoint of marketing management, quality is all about meeting consumer demands. As a result, any product with features that do this is of the highest quality (Jalali et al., 2014).

Quality is a result of understanding the quality, it's important to understand the difference between customer expectations and actual results, how well an organization performs in providing services, and how well its services reflect on how well a service or product satisfies customer needs and expectations (Lee et al., 2015). From the standpoint of the consumer, when perceptions exceed expectations, the received quality is good, which is followed by customer purchase, and when perceptions exceed expectations, the gotten quality is bad, which is followed by consumer displeasure (Esmail pour et al., 2017; Kao & Lin, 2016).

2.4.3. Definition of Service Quality

According Zeithaml et al. (1990) there are several important service quality definitions, proposed by various researchers, since the seventies o the previous century, quality standards of service received the interest of a lot of researchers, anywhere the

initiatives have centered on attempting to search for the correct strategy to determine the quality of services, several types of research have varied in this specific region.

For instance, the study by Parasuraman et al. (2002) defined service quality as the magnitude and direction of the discrepancy between the level of service that consumers perceive from a firm providing services and the level of service that they receive when a consumer receives services. Bitner and Hubbert (1994) defined service quality as their overall assessment of the company's service's strengths and shortcomings. These definitions show that service quality is a subjective construct since it is based on the needs of the client and cannot be assessed using predetermined rules and criteria (Yarimoglu, 2014).

There is no consensus on the topic in the theoretical literature, definition of service quality, nevertheless, industry experts in management and advertising have supplied several quality managements, thanks to its distinctive the attribute been a major challenge for companies offering the service since big investments along with a high Low-quality service can reduce the effectiveness of organizational activities when the volume of activities is affected (Esmailpour et al., 2017).

Organizations of service must develop their responsibilities, to satisfy their customer, so that they can in a competitive environment, one must achieve success (Loke et al., 2011). All organizations are working hard to provide their customers with the best possible service to survive and compete in their marketplace (Esmailpour et al., 2017). However, how can a firm differentiate itself from competitors in terms of service quality developing a strong brand is an important part of marketing for goods and products, the Applied Strategy is utilized to distinguish the market and get a larger market share (Usakli & Baloglu, 2011).

Customers' assessments of the services and the expectations they have of the service provider diverge, and this is evidence of low service quality (Saleh et al., 2021). Othman and Abdullah (2016) offered a different definition of service quality, arguing that it differs from what customers' expectations for service execution before to the service encounter and what they see about the services received. The last definition comes from (Gefan, 2001) which was mentioned in (Othman & Abdullah, 2016) described service quality as the contrast between the level of services clients anticipate receiving and the level of services they actually receive.

Quality is more challenging to quantify than customer pleasure because of the numerous claims made by various research. Therefore, the definition of quality is whatever the customer considers to be a quality (Abdullah & Abdul Rahman, 2015). Expectations and quality standards, according to Anwar and Abdullah (2021) are two aspects that influence how consumers see items. Expectations are what the customer should get from the service provider (Anwar & Shukur, 2015).

2.4.4. Measure the Level of Service Quality of Restaurant Services

1) **Reliability:** The capacity to consistently meet customers' expectations for the standard of performance is referred to as reliability. Examples of this include the company's ability to deliver services on time, resolve customer service issues, deliver quality first-time service, and maintain an error-free track record (Iberahim, Taufik, Adzmir & Saharuddin, 2016). When a service is reliable, it produces accurate outcomes. Examples include safe and quick transactions, a large selection of goods and services, and the operation of stores during busy hours (Janahi & Al Mubarak, 2017). According to Lee and Christiarini (2021) the dependability characteristic can help to increase customer satisfaction. A service provider's reliability shows if it keeps its commitments and how valuable it is in its activities; the key factor is meeting the needs of the client quickly (Hameed & Anwar, 2018).

It displays the service provider's capacity for reliable and accurate service delivery. One of its most important aspects for the consumer is "getting it properly the first time," which is included in it (Parasuraman, Berry & Zeithaml, 2002). According to Anwar and Ghafoor (2017) dependability means that the company keeps its promises, including those related to delivery, service supply, issue resolution, and pricing policy, customers prefer to engage with companies that uphold their promises regarding the quality of their services.

2) **Responsiveness:** Is a strategy used by businesses to give clients quick, effective service that, in this situation, satisfies their demands (Slack et al, 2020). Response time is connected to service accuracy and speed (Janahi & Al Mubarak, 2017). Serving clients quickly and being eager to assist them are examples of responsiveness, which is a sign of high-quality service in the context of food and drinks (Lee & Christiarini, 2021). Meesala and Paul (2018) mentioned that responsiveness, which they define as "being willing to help," refers to the organization's readiness to

resolve issues that have already occurred and availability to provide quick service, It is crucial to respond to all customer requests because failure to do so could result in a complaint, for large clients, the ability of service providers to deliver services on time is a fundamental component of service quality.

According to Anwar and Qadir (2017) this dimension emphasizes attentiveness and promptness in handling customers' appeals, questions, complaints, and other concerns, customers are informed of this by the amount of time they must wait for a response to their enquiries. Additionally, it captures the concept of adaptability and the capacity to modify the level of service in response to customer requests, and it sets down criteria for promptness, indicating that internal restaurant policies may differ from what customers want or anticipate (HAJI-OTHMAN al et., 2021).

Front-line employees, such as receptionists, waitresses, hostesses, and guest relations personnel, need to be attentive to clients and have excellent training (Slack, Singh, Lata, Muda & Swamy, 2020).

3) Tangibles: Customers can also infer what services are offered at a restaurant by how the lights and tablecloths are set up, in restaurants, the degree of service is intended to be reflected in the comfort of the dining area, the interior and outside décor, the restaurant's cleanliness, and the toilets (Jalilvand et al., 2017).

The exterior appearance of physical buildings, machines, persons, and communication media" is the definition of a tangible. Physical appearance includes things like how clean the rooms, restaurants, and other spaces are, how well-groomed the staff is, how often they wear disposable gloves, and other things. It also describes how the facility looks, how the staff and equipment look, and how any renovations seem (Ali et al., 2021).

Anwar and Balcioglu (2016) assert that, out of the five dimensions, tangibles are the most significant for the consumer because they give consumers, particularly new ones, a physical representation of the services that they would use to assess their quality. Most organizations integrate tangibles with one another to establish a service quality plan for the firm, even though service providers often employ angles to enhance their reputation, give consistency, and signal quality to clients (Shin, Kim & Severt, 2019).

4) Security: Is comforting to clients by the service provider as free from error, danger, or suspicion full mental, assurance refers to the expertise and courtesy of employees, as well as their potential to inspire trust and confidence, in addition to

"physical reassurance" it is crucial so that the hotel can show its reliability and value for the money the client is paying (Anwar & Louis, 2017). A guest should feel at ease when utilizing the hotel's various amenities and wish to feel protected while they are there (Namin, 2017).

In accordance with Cronin and Taylor (1992) personnel must be dependable if customers are to feel secure during all financial transactions. This factor is essential for services that customers perceive as high-risk or for services where customers experience outcome uncertainty (Anwar & Abdullah, 2021).

5) Empathy: Which displays a spirit of companionship and concern for the customer and alerted him to the importance and desire to supply the service based on his desires, this model measures quality through the gap between customer expectations and what they receive from actual services, every time the restaurant was able to control the dimensions of places to offer top quality services and can develop Services and obtain a competitive advantage (Mensah & Mensah, 2018).

Quality of service is regarded as a measure of just how well the service exceeds the expectations of the customers and is perceived by the buyer service, the difference between customer expectations and actual performance is reflected in the availability of these proportions (AL-JANABI, 2022).

The standards demonstrate how consumers classify data on service quality in their evaluations, consumer occasionally focus on all five of the aspects to recognize service excellence, while other times they just utilize part of them (Anwar & Shukur, 2015).

2.5. Social Media Advertisement

2.5.1. Definitions of Social Media

Literature offers several meanings for the phrase "*social media*." Social media is sometimes referred to be a consumer-controlled or self-generated ecosystem where users produce the material and exchange knowledge and experiences with one another (Zhang and Mao, 2016; Ahmad et al., 2016). A range of new online information sources may be found on social media. that are developed, started, shared and used by consumers' intent on teaching one other (Mangold & Faulds, 2009). It includes social networking sites, discussion boards, sponsored forums, and online communication

channels, to mention a few (Tuten & Ashley 2015; Husain et al., 2016; Mangold & Faulds, 2009).

There is no official definition of social media that is accepted by everybody, but all definitions converge on the premise that social media relate to the use of digital technology for the creation and distribution of user-generated content (UGC) through social interactions (Ashiq, Rehman & Mujtaba, 2021). Social media are "those that allow online contact, networking, and/or cooperation" (Russo, 2008). While Car and Hayes (2015) defined social media as internet-based programs that let users communicate with both specific and general target audiences while also benefiting from user-generated content (UGC) and the illusion of interaction.

According to Alshehri (2019) social media is a web-based tool that allows users to make public profiles, express themselves while forming contacts with others, and browse a set of links made by other users.

An online application program, platform, or mass media tool known as social media is described as one that allows people to communicate, collaborate, or share information (Bilgin, 2018). A variety of social media platforms are currently being utilized more and more because of their perceived benefits of ease, efficacy, and perceived legitimacy (Yogesh & Yesha, 2014). To get enough knowledge about items, More and more consumers are utilizing social media platforms including Facebook, YouTube, Twitter, Instagram, Sina Weibo, and Tiktok (Alalwan et al., 2017; Haenlein et al., 2020; Latiff & Safiee, 2015). More importantly, Malaysia's internet economy has thrived because of the robust 5 G internet service, and many consumers are enthused about "live streaming shopping" and "sec-killing interaction" (snatching up goods quickly) activities made possible by various social media platforms when making a purchase of target goods (Lv et al., 2018; Sun et al., 2019).

2.5.2. Social Media Advertising

Social online ads refer to the procedure of publishing sponsored advertisements on Social Networking Sites (SNS) such as Facebook, Twitter, YouTube, blogs, and other material, due to the ability to choose customers based on their age, gender, preferences, behaviors, and other characteristics, these SNS have become the marketers' dream (The social media advertising industry report, 2013). A social media ad is "an

online commercial that integrates user engagement that the consumer has authorized to show and be shared, the final ad displays these interactions as well as the user's photo and or name inside the ad content," according to the Interactive Advertising Bureau (Morrison, 2017).

Many businesses and merchants advertise and sell their goods and services through social media platforms like Facebook, Instagram, YouTube, and others in this cutthroat business environment, through these platforms, businesses can reach people of all ages in Malaysia and around the world to market their goods and services, these days, more people use social media than watch television or other traditional media (Shi & Ismail, 2021). Entertainment platforms were first created to allow users to communicate with their friends, family, or even to make more new contacts, ultimately, though, they have evolved into the most crucial marketing tools (Adam, Jizat & Noor, 2016). Platform global Despite the increased interest in social media usage, there is no clear typology of social media platforms, this may be attributed to the complexity of social media because of the vast number of channels that are now available, with new ones constantly being created (Ashiq et al., 2021).

According to statistics, one in seven people worldwide have a Facebook page, and nearly four in five people who use the internet regularly visit social networks and blogs, as a result, marketers now prefer to use social media to communicate with their customers and to view online product reviews before making purchases (Bhatti et al., 2020). According to Zhang and Mao (2016) social media advertising is more obtrusive than traditional advertising, such as that found on radio or television. Additionally, over the past few years, both the use and cost of social media advertising have significantly expanded (Kumar et al., 2016; Mochon et al., 2017; Zhang and Mao, 2016; Morrison, 2017).

According to Nielsen Social Media Advertising Report (2013) nowadays, marketers utilize a variety of social media platforms to improve the perception of their businesses and brands. They employ social media advertising—for instance, display advertisements on social networking sites—to encourage people to purchase their goods, additionally, a growing number of businesses are utilizing social technologies to enhance communication with outside parties to boost corporate values including enhancing client purchasing, boosting sales and profits, and supporting marketing and advertising campaigns (Culnan et al., 2010; Kietzmann et al., 2011).

Social networking apps are used in social media advertising, a type of online marketing, to create, distribute, and trade offers that are of exceptional value to consumers (Mehta, 2000). A corporation may use social media advertising strategy to focus its limited resources on the most promising possibilities and establish a sustained competitive advantage by building on marketing concepts that are fundamental to advertising campaigns (Marmaya et al., 2019). Existing research, such as that by Lee, Hosanagar and Nair (2018) demonstrated that social media platforms allow customers to communicate with businesses that would otherwise appear so remote to them, this is crucial because social media platforms enable businesses to become more personal.

Because the character of the service is apparent in its content, tone, voice, color scheme, reactions to conflict and controversy, etc., there is some relatability between restaurants and their consumers on social media, there are several ways to interact on the social media platform (Kazmi, 2004). Clement et al. (2019) claim that social media makes it simpler to communicate effectively, the method would need to be more rigorous without social media.

Social media is a powerful instrument for marketing and publicity that restaurants may utilize to reach a wide audience and influence patron experiences and purchase decisions, according to the literature, social media is crucial for effective marketing since it will produce a perceived positive image, which leads in a perceived value for the consumer (Hanaysha, 2016). However, Mhlanga and Tichaawa (2017) noted that a consumer's experience may be impacted by social media differently based on their gender, age, preferred foods and beverages, level of service, and setting. Online communities developed by new marketing channels provide marketers the chance to understand their target market better, determine their requirements and priorities based on their interactions with the communities, and receive input directly from customers (Sigala, 2003).

2.6. E-Word of Mouth (E-WOM)

"The informal positive or negative contact by consumers on the absolutely present and/or consciously perceived attributes of the goods or services" is how word-of-mouth (WOM) is defined (Bayus, 1985). In addition, it was described by Curina, Francioni Hegne and Cioppi (2020) as an informal person-to-person contact between a

perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service. WOM is defined as a favorable or unfavorable comment made about a good or service and made public through offline or online means by prospective, existing, or past clients (Hennig, Thureau, Gwinner, Walsh & Gremler, 2004).

According to Westbrook (1987) WOM is the process of informal communication to others about the good or service after they have used it, because it is created by consumers and seen as being unrelated to the influence of the company, this communication strategy is typically considered to be more dependable.

In certain writings, electronic word of mouth or online word of mouth is referred to as a type of viral marketing, which is an opinion expressed by potential, existing, or past consumers about a business or product that is accessible to anybody with internet media (Hennig et al., 2004).

Several studies define E-WOM as an exchange of product or service evaluations between people communicating in a virtual world (King, Racherla & Bush, 2014).

Knight (1999) viewed viral marketing as a strategy for communication and distribution that depends on users spreading digital items via email to other potential consumers in their social network and motivating these contacts to do the same. Pastore (2000) claimed that viral marketing is identical to E-WOM. However Modzelewski (2000) refuted this claim and said that viral marketing is fundamentally distinct from E-WOM. People will soon see viral marketing as E-WOM advertising (Shirky, 2000).

Juran JM, Gryna and Bingham (1974) defined E-WOM the term for the new trend is "e-WOM," which stands for as a good or negative comment made by future, existing, or past consumers towards a product or firm, which is made available to a large number of individuals or institutions over the internet.

According to Dabholkar (2015) consumer now have more options to conduct information searches and sharing before and after making an online purchase, and consumers have a variety of reasons for conducting online searches or generating electronic word of mouth (E-WOM) through posting reviews and experiences about the product and service. E-WOM is a personified message that customers express in internet evaluations for other people, depending on the experience that these particular

customers have with the acquired goods or services, the words in online reviews may be negative or favorable (Reyes-Menendez, Saura & Filipe, 2019).

Additionally, electronic word of mouth (E-WOM) is defined as an informal method of direct client communication through the internet that is based on technological aspects of the usage and features of certain goods and services, or the providers of such services (Nadarajan, Bojei & Khalidm, 2017). This comprises of communications between businesses and their consumers as well as those inside individual customer groups, both of which are crucial components of Word-of-mouth flows and stand out clearly from communications through mass media (Juran et.al., 1974).

According to Lovett et al. (2013) there are three (three) main factors that influence the spread of word of mouth: the social driver, the emotional driver, and the functional driver, social factors include communicating with others about the standing, knowledge, or distinctiveness of a person or thing, while emotional factors take the form of sharing positive or negative feelings about experiences with particular activities. According to Mansoor and Noor (2019) E-WOM has different characteristics from traditional word of mouth, these differences are summarized in below Table 5.

Table 5. The Differences Between WOM and E-WOM

Fact	E-WOM	WOM
Background	Online and virtual	Offline and physical
Message source	Most come from anonymous sources	Most come from acquaintances
Duration	Available for a long time in electronic form	Available for a short time from ear to ear
Accessibility	More accessible, no time and place restrictions	Lower access rate, ear to ear
Feedback	Usually open and measurable	Usually limited and available in a short time

***Source:** Mansoor & Noor (2019)

2.7. Online Ordering System

Online food ordering system provides a set of procedures used in the purchase of food that replaces face-to-face interaction, the service presents a platform that

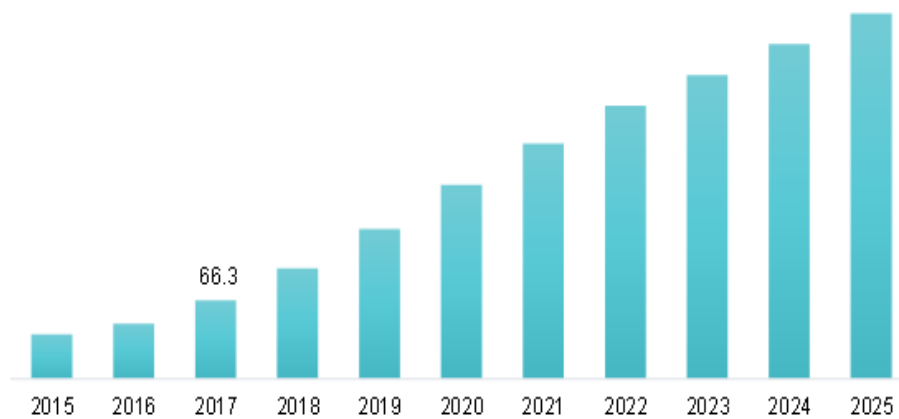
provides consumers with order services, prices and information on the destination of the customer to deliver the food (Pigatto, Machado & Machado, 2017).

According to Cai and Jun (2003) online ordering system is operated in two ways, the first is offered by the restaurant or canteen in charge of preparing and selling the food in this method of food delivery, face-to-face interaction to purchase food is substituted with an interaction directly with the vendors via a phone call, email, or SMS text to place an order and then the food will eventually be delivered to the customer's destination. Hirschberg et al. (2016) refers to this method as the traditional online food ordering system and the second category is also composed of several restaurant intermediaries that connect restaurants and customers and offer delivery services for a large range of restaurants.

It is important not to undervalue the influence that technology has on modern consumer behavior and experiences. Millennials are the most active segment of mobile app users for food (Berezina, Bilgihan, Cobanoglu, & Okumus, 2016). Although this technology is still in the early stages of adoption, it is developing extremely quickly and is expected to have a significant influence on how people choose their foods (Krebs & Duncan, 2015).

The millennial generation, with their familiarity with mobile food ordering technologies for fast food and their growing reliance on home meal delivery services for nutritious home cooking, has given the aesthetics of a food product far greater importance (Kim et al., 2018). When picking meals for their families, they will do it in very different ways from how their parents did it when they were kids, including when and where the meals are eaten (Shah & Tewari, 2016).

The millennial generation is a priority market for online meal delivery due to their fast-paced lifestyles and propensity to spend a larger percentage of their money on prepared food than any other generation. Smartphone penetration, especially with Millennials, for mobile application ordering is becoming ever more prevalent. Malaysia's online food delivery market size was estimated at USD 66.3 million in 2017. (Koay, Cheah & Chang, 2022).



*Source: (Koay et al., 2022)

Figure 2. Malaysia Online Delivery ,2015-2025 (USD Million)

Due to customers' growing spending power and changing lifestyles, online meal ordering is becoming more and more popular, consumers are too busy to attend a restaurant and wait in line because most of the job is now managed online, they think it's more convenient to have the restaurant come to them (Yeo & Rezaei, 2017). These factors are expected to support the growth of Malaysia's online meal delivery market, which is projected to increase by 18.6% between 2018 and 2025 (Koay & colleagues, 2022).

Due to its obvious advantages, the online ordering system is quickly becoming more popular among diners and establishments in the food industry (Pee, Jiang & Klein, 2018).

Online shopping is more pleasant, easy, and quick for customers (Kimes & Laque, 2011). Consumers may now access online customer evaluations and arrange information to improve their purchasing experiences thanks to the advancement of Internet technology (Suhartanto & Leo, 2018). Consumers can simply shop and compare costs thanks to technology (Chang et al., 2014). The presence of internet-based technologies in the restaurant sector has increased the number of people who buy meals online, whether through a restaurant's website or other online retailers (Yeo, Goh & Rezaei, 2017) Through online technologies, eateries may expand their market (Ng, Wong & Chong, 2017). Nowadays, a lot of customers find buying food to be more enjoyable than buying other things, and this tendency is growing (Chang et al., 2014; Lin, Ortega & Caputo, 2022).

According to department of statistic Malaysia report (2022) most often utilizing mobile devices (47%), online shopping is now practiced by over 62% of Malaysians, and it is anticipated to expand at a pace of 31.4%, reaching an estimated value of €4.8 billion by 2021. The COVID-19 pandemic has also sped up the expansion of internet shopping since more people are choosing to do their shopping online instead of going to physical stores.

2.8. Higher Accessibility of Information

Although consumers of different generations may have different perceptions of the media richness of the same marketing channels, informativeness is defined as a marketing text's ability to share information with consumers about various products to maximize customer happiness and the ability to offer relevant information effectively (Waldt et al., 2009; Bondos & Lipowski, 2018). Information search may be defined as all the key steps a customer takes to collect all pertinent facts, including both available information and any additional offered data, which a customer then uses to guide their decision-making. Xia and Monroe (2005) defined information search is defined as any significant steps a customer takes to collect all pertinent facts, including both current information and any additional offered data.

Ducoffe (1996) defined informativeness as the provision of engaging information to increase the satisfaction of potential customers, the efficacy of web advertising depends on both the appealing form and the educational substance of the commercials. In this digital age, customers seek rapid and instant access to information, which may affect their opinion of a product or service. As a result, information provided to the audience must be current and come from reliable sources (Bracket & Carr, 2001).

User-generated content (UGC) and marketer-generated content (MGC) are two categories that may be used to categorize the vast quantity of information that is offered online and are both known to influence customers' purchasing decisions in an online marketplace (Bao & Chau, 2017). UGC refers to customer-generated material for products in online markets, which may also include customer usage data and other pertinent details like product characteristics and shopping tales (Goh, Heng & Lin, 2013).

Trusov, Bucklin, and Pauwels (2009) contrasted this by describing MGC as content produced by marketers on behalf of companies, to actively engage customers, it may incorporate product and other information (such as warranty conditions and after-sale services). MGC is sometimes referred to as marketing and communication content (Trusov, Bucklin & Pauwels, 2009). MGC is used to help clients choose restaurants 9Marketer-generated content (MGC) or Firm-generated content (FGC) refers to information provided by companies on their official social media accounts, such as photographs, product characteristics, specs, and pricing (Ding et al., 2014; Kumar, Bezawada, Rishika, Janakiraman & Kannan, 2016).

Most individuals (25%) use information from both MGC and UGC when it comes to tourism and hospitality, while those who only use one type of site at the time of publishing primarily used marketer-generated sites. Many consumers (59%) use the internet to learn about vacations (Bronner & de Hoog, 2010). According to Daries et al. (2018) examination of MGC online content, restaurant websites comprised informational elements, interactive features, e-commerce features, and additional value features. Information features include information about the restaurant (such as the cuisine served, the menu, the chef, images of the food and the restaurant, prices, the opening and break times, the proclamation of events and news the location, and a map), data about services (such as booking, car parks, online ordering, catering, and cooking classes), information about the environment (such as tourist attractions), and information about special offers and promotions (e.g., coupons and website-only promotions).

An aspect of interaction is the capacity to communicate directly with consumers via email, instant messaging, online surveys, newsletters, and membership systems, another element of interaction is the ability to communicate with customers via 2.0 websites like Facebook, Twitter, and YouTube (Chung, Han & Koo, 2015). Additional value elements include data protection, certification, and mobile versions of the website, E-commerce features include online purchase choices (for example, gift vouchers and reservations online), payment and safety service (for example, online payment, safety, and security), and more (Daries et al., 2018).

More recently, Yilmaz and Gultekin (2016) found that there are five categories in which visitors may categorize their information sources for choosing restaurants:

printed materials, restaurant attributes, word of mouth, prior experience, and the Internet. (See Figure 3.).

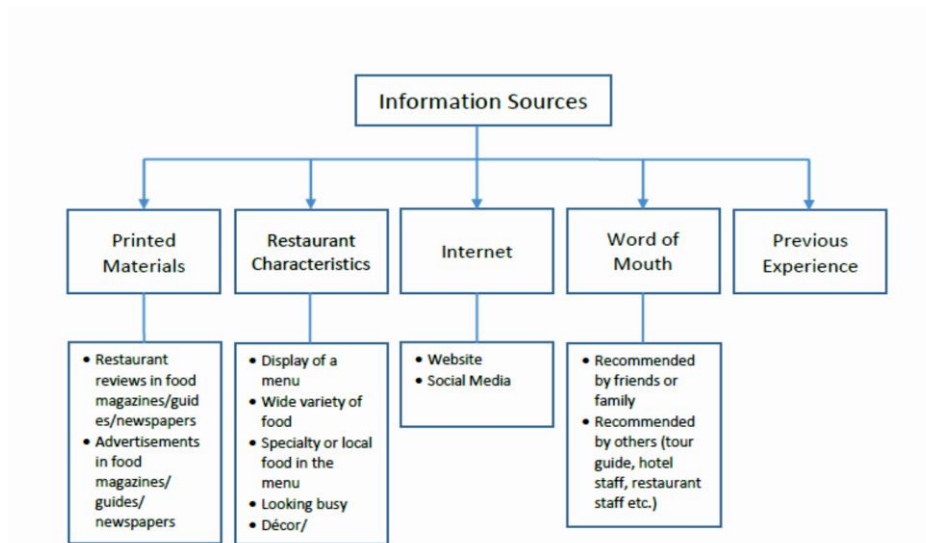


Figure 3. Information Sources Used by Tourists in Restaurant Selection /*Source: Adapted from (Yilmaz & Gultekin 2016).

Consumer information search is broader than for service businesses in the tourist and service sectors, where intangibility and variety are major aspects (Bebko, 2002). A purchase choice carries more perceived risk and uncertainty, and it is only after consumption that the quality of the services can be assessed (Mattila & Wirtz, 2002). Service clients utilize a range of information sources to research and evaluate alternative service offerings, define performance expectations for offers in their consideration set, save money, and reduce risk (Konus, Verhoef & Neslin, 2008). In addition, according to Lovelock and Wirtz (2011), consumers of services obtain information from a variety of sources in addition to different channels, they seek out information from reliable and trustworthy sources like friends, family, and peers. They also use the Internet to compare different service options.

There are two stages to the information search that is required to support a decision: internal search and external search (Iglesias & Guillen, 2002). While external information comes from sources such as friends, commercials, periodicals, the Internet, and social media, internal information is knowledge about a person's prior experiences that are stored in memory (Gursoy, 2018). In other words, external information is investigated if the information in memory is insufficient to make a choice (Iglesias and Guillen, 2002). Information has been transferred in a crucial way thanks to word-of-mouth; However, due of the recipients' perspectives and experiences, the information's

actual impact differs from one person to the next (Liou, 2018). Explicit information was transformed into internalized knowledge and meaning since the knowledge transfer process includes both sharing and receiving information (Nonaka, 1994).

2.9. Underpinning Theories

This study employed the Theory of purchaser's Behavior and Consumer Decision Model for enhancing and supporting the framework. The theory of Buyer Behavior encapsulates the focus of the study by taking into consideration the relationship of the variables. The focus of this study is primarily on how consumer purchasing can be identified to achieve service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information. In this study, the theory of Buyer Behavior is supported the consumer purchasing and this theory and the Consumer Decision Model are adopted to explain the relationship of the independent variable.

The fundamental theories used as the basis for this study are covered in this section. Theory of Buyer Behavior and Consumer Decision Model reputation are employed as the underpinning theories for this study. These theories are modified to include certain characteristics that are peculiar to consumers within the environment of Malaysian restaurants, they are elaborated upon in further detail in the paragraphs that follow.

2.9.1. Cognitive Models of Consumer Behavior

As seen in figure 4 below, there are two basic groups of cognitive models that may be distinguished. In the beginning, analytical models that provide a framework for the essential elements intended to describe consumer behavior. These models identify a number of contributing factors as well as the complex interactions between variables that influence consumer decision. Due of their extensive range, these models are commonly referred to as the "*great models*" (Kassarjian, 1982). They often follow the traditional five-step classification, which defines the critical stages in consumer choice processes as problem recognition, information search, option evaluation, choosing, and outcome evaluation (Schiffman, 2007). The Consumer Decision Model and the Theory

of Buyer's Behavior (Howard & Sheth, 1969) are two of the analytical models that are most frequently cited (Blackwell & Miniard, 2001). The second argument is that prescriptive models "provide rules or frameworks to organize how consumer behavior is structured. These models define the order in which the components should appear and the result that should be seen in the presence of causal factors (Moital, 2007). Therefore, they make themselves available to specialists who can "measure" which stimuli should be altered or accentuated to get a certain reaction from customers. The two prescriptive models that are most commonly quoted and utilized are the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (Ajzen, 1985).

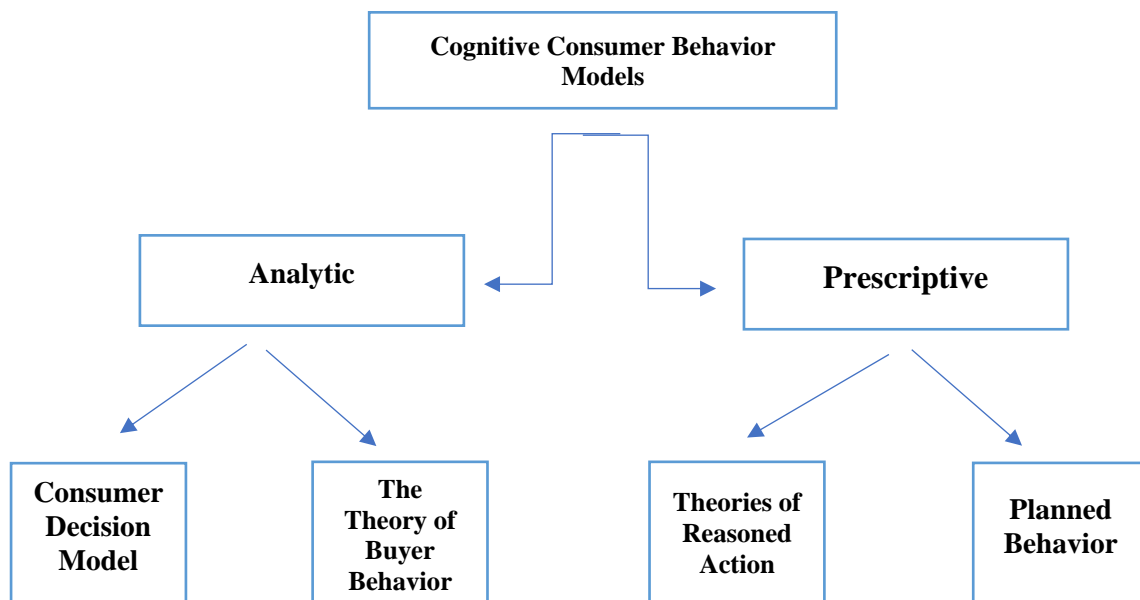


Figure 4. Cognitive Models of Consumer Behavior

2.9.1.1. The Theory of Buyer Behavior

Howard developed the first customer decision-model in 1963 (Du Plessis & Rousseau et al., 1991). In 1969, Howard and Sheth expanded on this model to create the "Theory of Buyer Behavior," often known as the (Howard & Sheth, 1969) Model. It provides "a sophisticated integration of the multiple social, psychological, and commercial consequences on consumer decision" in a coherent sequence of information processing (Foxall, 1990). Figure 5 below illustrates the fundamental model structure, with the exogenous variables appearing in subsequent articles as opposed to the initial

work (Howard & Sheth 1969; Howard & Sheth 1973). In order to create a comprehensive model that could be used to study a number of purchasing scenarios, the author chose to use the word "buyer" rather than "consumer" to cover commercial transactions (Loudon & Della Bitta, 1993).

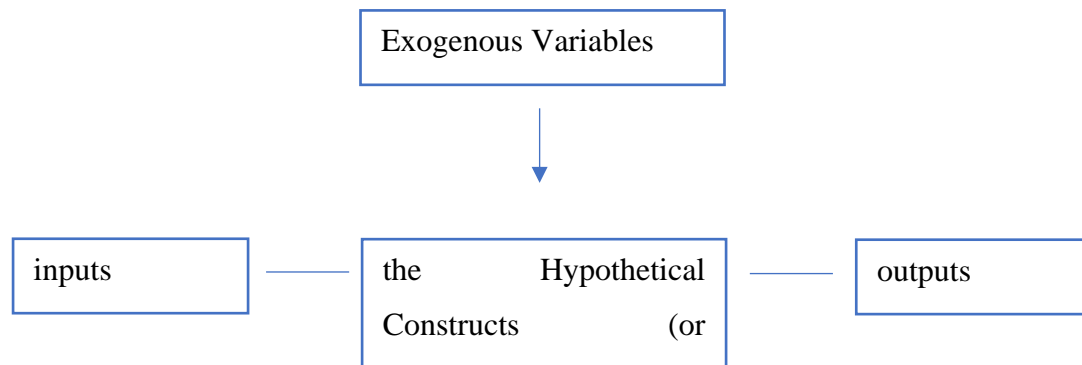


Figure 5. Major components of the Theory of Buyer Behavior *Source: Adapted (Loudon & Della Bitta, 1993)

Input variables are the material provocation that the services are commit and is ideased from an assortment of beginnings, evocative provocation are real parts of crop and brands that the purchaser confronts (Loudon & Della Bitta, 1993). While representative provocation concern the likenesses of merchandise and brands as assembled by marketers through broadcasting and take action the services obliquely (Foxall, 1990; Howard & Sheth, 1969). Social provocation contain the influence of kin and different peer and remark groups, the influence of specific provocation is internalised apiece services before they influence the resolution process (Loudon & Della Bitta, 1993).

As seen in Figure 6 (below), there are two groups of hypothetical constructions (also known as intervening variables): those referred to as perceptual constructs and those referred to as learning constructs. Among the perceptual constructs are:

1. Information sensitivity refers to how much the buyer regulates the flow of stimuli.
2. The distortion or change of the information received because of the consumer trying to fit the new information into his or her preexisting mental framework is known as perceptual bias.
3. Search for information – the active seeking of information on consumption choices.

In combination these perceptual constructs serve to control, filter and process the stimuli that are received.

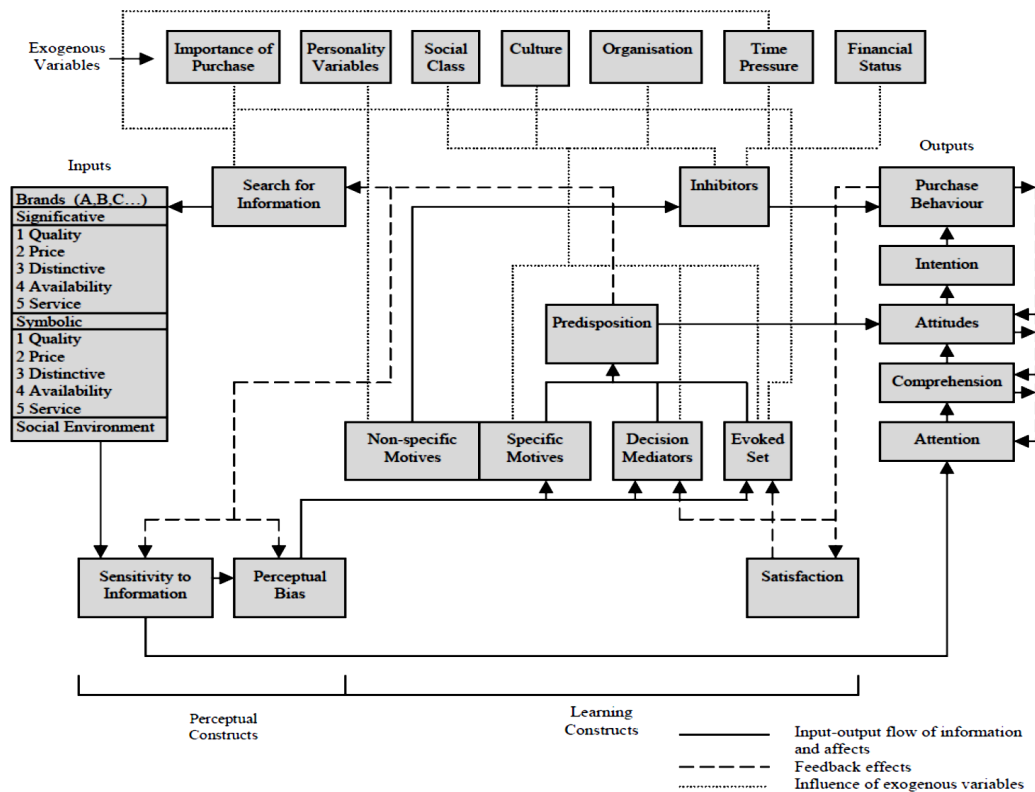


Figure 6. Perceptual constructs /*Source: (Howard & Sheth, 1969; Loudon & Della Bitta, 1993)

As a result, six learning constructs are represented in the model, which primarily draws on notions from learning theory (Loudon & Della Bitta, 1993).

1. Motive is defined as either broad or particular objectives that drive behavior.
2. Evoked Set: This is the consumer's evaluation of whether the consumption options being actively considered will meet his or her goals.
3. Decision mediators: the buyer's mental guidelines or heuristics for weighing the pros and cons of potential purchases.
4. Predispositions - an attitude or predisposition for the brands in the evoked set.
5. Inhibitors are external factors, such as a lack of resources (such as time or money), which limit the consumer's choice of consumption.
6. Satisfaction - this feedback technique comes from post-purchase contemplation and is used to guide future choices.

This process of education serves to influence the range at which point the services considers future purchases and inquires new facts. Howard and Sheth submitted that services resolution making varies in accordance with the substance of the stance toward the accessible brands; this being generally ruled for one services's information and knowledgeableness accompanying the merchandise class, in positions place the services does not have forceful stances, they are pronounced to undertake widespread question answering, and energetically investigate so that defeat brand doubt. In positions the services will still attempt extended discussion before determining that merchandise to purchase or actually, to form some purchase. As the merchandise group enhances bolder, the processes will be initiated less carefully as the services attempts restricted question answering and someday routine question resolving (Foxall, 1990).

independent variables (visible at the top of the model) mention a number of outside variables that significantly influence decisions. Since these factors may differ somewhat depending on the customer, Howard and Sheth do not do as great a job of describing them (Loudon & Della, 1993). These external elements, according to Howard and Sheth (1969) included the buyer's past prior to the commencement of the observation period. The model's five output variables, which correspond to the buyer's response and the buyer's progression through the buying process, are as follows:

1. Attention – the magnitude of the buyer's information intake.
2. Comprehension – the processed and understood information that is used.
3. Attitudes – the buyer's evaluation of a particular brand's potential to satisfy the purchase motives.
4. Intention – the buyer's forecast of which product they will buy.
5. Purchase Behavior – the actual purchase behavior, which reflects the buyer's predisposition to buy as modified by any inhibitors (Loudon & Della Bitta, 1993).

2.9.1.2. Consumer Decision Model

The Engel-Blackwell-Miniard Model, commonly referred to as the Consumer Decision Model, was created by Engel, Kollat and Blackwell (1968) it has undergone multiple variations; the most recent version is shown in Figure 7 below.

Many of the factors of the model are complementary to those bestowed in the Theory of Buyer behaviors (Howard & Sheth, 1969) nevertheless the construction of performance and friendship 'tween the variables disagrees kind of. The model is organized about a seven-point conclusion process: need acknowledgment attended by a search of news two together inside and outwardly, the judgment of options, purchase, post purchase thinking and certainly, deprivation. These determinations are affected by two main determinants. Firstly, provocation is taken and treated for one service in addition to thoughts of premature occurrences, and second, extrinsic variables in the form of either incidental influences or individual distinctnesses. The incidental influences recognized contain Culture; public class; individual influence; offspring and position. While the individual influences contain services source; inspiration and difficulty; information; stances; traits; principles and behavior (Blackwell & Miniard, 2001).

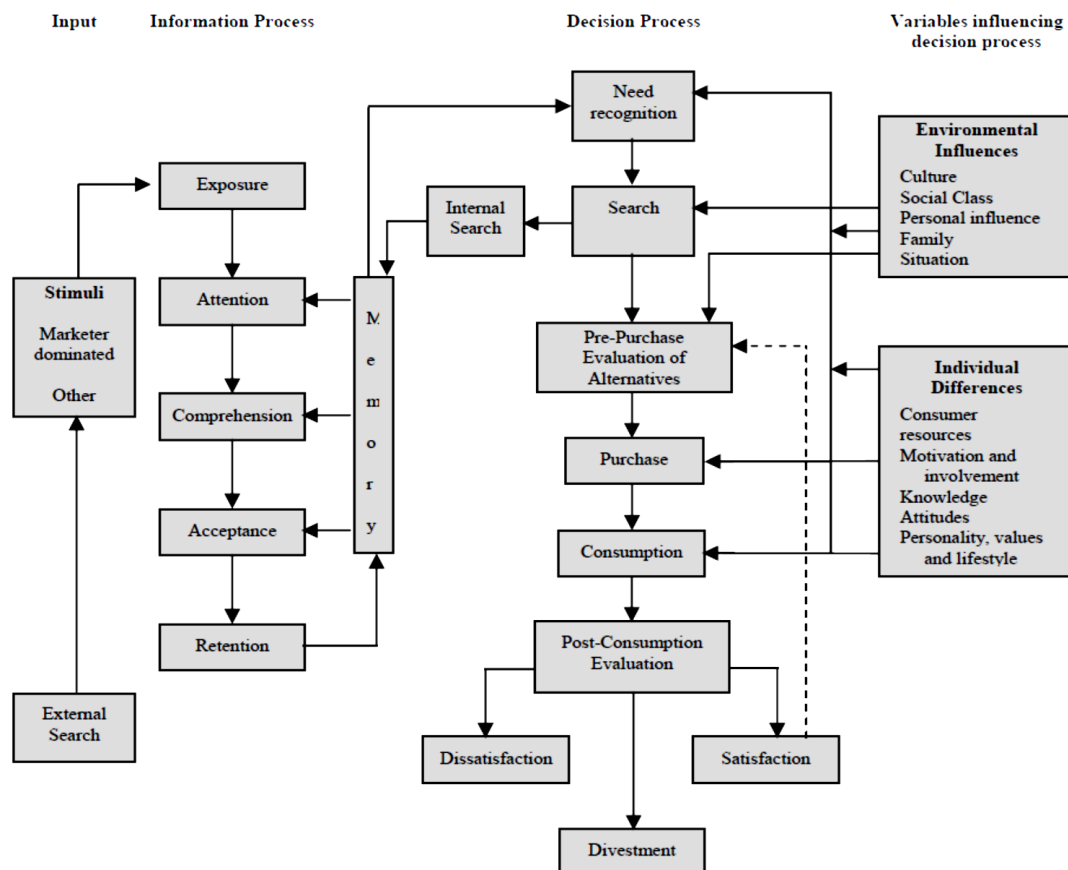


Figure 7. Consumer Decision Model /*Source: (Blackwell & Miniard *et al.*, 2001)

Entry to the model is through need acknowledgment when the services recognize a conflict betwixt their current state and few seductive alternatives. This process is compelled by an interplay betwixt treated provocation inputs and material

and individual variables. After a need has existed confirmed, the services embark on a follow fact, two together inside through the users' thought bank of prior happenings, and outwardly. The authors maintain that the model is appropriate for use in interpreting positions including two together comprehensive question answering and restricted question resolving by lessening the quality at which point differing stages of the model are committed in for one service (Loudon & Della Bitta, 1993). The insight of news search will be very helpless on the type of question answering, accompanying new or complex devouring questions being endanger thorough extrinsic news searches, while more natural questions concede possibility confide entirely on a streamlined within search of prior practice. Information is pronounced to travel five stages of handle before depository and use, that is to say: uncovering, consideration, understanding, agreement, and memory (Blackwell & Miniard, 2001). The alternative services selections are judged for one institution of assumptions, stances and purchase aims, this process of judgment is affected by two together the tangible variables and the individual variables, goal is described as the direct earlier than purchase that is the only consequence indulged apiece model. Inhibitors are not definitely described as intervening betwixt purposes and purchase; nevertheless, the material and individual influences are repeated pronounced to take action purchase, position is filed as a tangible influence, and while this determinant is not clear, it keep involve aforementioned determinants as opportunity pressure or commercial restraints that manage likely restrict the services from realising their purchase purposes (Van Doorn et al., 2010).

2.10. Hypothesis Formulation

2.10.1. The Relationship Between Service Quality on Consumers' Purchasing behavior

It is widely acknowledged that the friendly seen feature beneficial will influence clients' future buying practice (Cheng et al., 2014). The kind beneficial is a main component of the association's accomplishment, that expend a critical influence on services conduct and their buying (WANG & JIANG, 2022; Tariq, Najam, Maat & Han, 2020). Consumers uniformly judge worth taken for obtained produce and aids (Oliver, 2010). Thus, consumers are in persists follow the bigger advantage of presented production and duties given by differing providers (McCull-Kennedy & White, 1997).

The character of the production/duty is important to influence the purchase conclusion process, service status indicates consumers' emotional fate of the overall duty and allure attributes (Low & Lamb, 2000; Zeithaml, 1988). Product/duty efficiency that meets or surpasses buyers' sensitive needs and affection straightforwardly reinforces their acceptable judgment and benign post-purchase conclusions for the commodity/duty (Oliver, 2010). The thing that is critically count existing is a services nature ,if a customer is discontented accompanying duties, he will not return and will not purchase your duty for the second occasion ,all current fashion that the association does in consideration of increase help feature maybe deemed as a nothing if the client abandoned the cafeteria outside being compensated, existing like never before, answering users' requests debris preeminent supporter challenge (Anwar & Surarchith, 2015).

According to Kim and Lough (2007) the more reliable to a aid the clients enhance, the more compensated accompanying the duty they will be that, in proper sequence, will increase their purchase chance. Further, a study posing the repeat purchase process and consumer nature in snack buying. Law et al. (2004) shows that duty determinants to a degree stick direction, atmosphere, and adequate range in the inn for cooking devouring, in addition to feed type and meal kind, are significant and powerful consumer buying and pay blackmail money for return of possession or person occurrence, various types of research have happened completed activity on determinants influences users to select the outlet character beneficial has happened named as ultimate main determinant that create consumers bought. Meanwhile, the slightest main determinant is place and environment, however, skilled is an antagonistic charge from the prior scientist place design and idea of the joint were recognized as a very main determinant that has affected the client to eat out (Ramly, Ahmad & Ahmadin, 2003). According to Yap and Kew (2007) weighing the level beneficial value is questioning in dining room manufacturing as far as the consumers condescend the joint. This is on account of the whim that clients can knowledge various level of situation each period they condescend the diner, that concede possibility afterward influence their judgement of buying from the dining room (Othman et al., 2018).

Stated that the level assisting kind, tangible atmosphere of the coffee shop (to a degree clean, wealthy, and diminishing air), and the additives secondhand in fitting the food play an important part in interesting and purchase, thus, this will influence ruling

class to services buying management from the diner from now on (Reyes-Menendez et al., 2019). Abd Rashid et al. (2019); Hwang (2011) encapsulated that tangible atmosphere, ideas process, and the definitive amount are the bigger parts influential kind afterwards inspecting various scales that have existed secondhand by premature investigators. Marinkovic, Senic, Ivkov, Dimitrovski and Bjelic (2014) demanded that the key signs to duty feature in bar trade depends on the concrete and obscured parts, particularly on the interplays betwixt the clients and the cafeteria's clerks. This manifests that the ideas process is essential in providing a superior aid in the diner framework.

Marinkovic et al. (2014) further demanded that the stance of the dining room attendants is owned by appease the consumers, bar laborers the one is mature and considerate can underrate the trend valuable disappointment. In fact, existing, cafeteria cannot only believe the condition of drink and aid to maintain their purchase still it must meet accompanying a neat and affluent atmosphere as consumers are being more particular as the expense (containing meat price) is seizing bigger (Marinkovic et al., 2014). Thus, skilled is evidence of a break in the article middle from two points duty feature and users' purchase presence. Given this, the following hypothesis is grown.

Hypothesis 1: Quality of service positively and significantly effects on Consumer Purchasing behavior

2.10.2. The Relationship Between Social Media Advertisement on Consumers' Purchasing behavior

Sheenan (2010) supposed that customers contemporary favor to scout about and familiarise themselves accompanying the produces before buying bureaucracy. Therefore, science is best choice means to influence customers' buying management (Sharan, Thomason, Kuznetsov & Court, 2009). The electronics involves friendly television and buying, essentially, public television shopping is a useful and honest shopping form, that helps providers to relate to customers all along buying conclusions (Sheenan, 2010). At present mathematical/ public news shopping is performing a detracting duty in services buying conduct journey (Saura, Reyes & Palos, 2019).

Studies have checked and showed meaningful cooperative belongings 'tween friendly news and usual shopping channels concerning consumer giving and cross-

purchasing (Kumar et al., 2016). Recent studies report that friendly television Advertisement can help customers to buying, apart from increases in reductions and firm's profits (Dessart, 2017; Habibi et al., 2016; Ashley & Tuten, 2015; Kumar et al., 2016). Social radio exchanged 'the habit buyers persist an often base' (Tuten & Solomon, 2015). As buyers are severely fluctuating two together their radio habit patterns and by what method they appropriate various news beginnings to receive the news they inquire, that so influences when, place, and by virtue of what they pick and purchase (Batra & Keller, 2016). Therefore, friendly radio enhanced individual of the most generous influences on services action (Mangold & Faulds, 2009; Husain et al., 2016; Lamberton & Stephen, 2016).

According to Mangold and Faulds (2009) purchasers are thwart from established beginnings of ballyhoo' and curving more towards public publishing principles for more facts about a produce, help. It is discussed that established bulk shopping ideas enhances less persuasive (Mangold & Faulds, 2009). And in an appropriate, marketers count on public television commercial to complement, and frequently, oust, established shopping channels (Baines et al., 2017). Consumers enhanced alive players, the one is smart to share their facts and happening of purchase fruit or help, in addition to accompanying pertaining to 1000 of different customers (Page & Pitt, 2011; Schnebelen, 2017; Batra & Keller, 2016). A study by Zhang and Mao (2016) tries the belongings of display advertisement chief to larger auctions. On the contrary, Batra and Keller (2016) pronounced that purchasers visualize public television as a more reliable beginning' concerning purchasing resolutions. Previous studies have still submitted that skilled is a certain influence of exhibiting on purchase practice (Kim & Han, 2014; Martins et al., 2019). It is apparent that public publishing influences the purchasers' purchase demeanor and purchasing determinations (Husain et al., 2016). Recent reports show that exhibiting on Snapchat increases shoppers' purchase practice, for instance, for the guests Benefit, Bud Light, Kraft, and Michael Kors, to only name any (Snapchat, 2017).

One of ultimate profitable campaigns is for one association Jameson, that has knowledgeable a lift in their purchase determined by 42 portions following in position or time running a geo-dribble campaign on St. Patrick's Day (Snapchat, 2017). Consumers' conduct toward blasting is individual of the main hints of exhibition influence because users' nature toward blasting is mirrored in their buying that will

therefore influence their stance toward exhibition (Mackenzie & Lutz, 1989; Mehta, 2000). The users' helpful nature toward friendly television buildup holds a beneficial effect on their concerned with manner of behaving answer to purchase (Mehta, 2000).

Table 6. Social Media Advertisement Effects on Consumer Purchasing Behavior

Author's / Years	Social Media Advertisement effects on Consumer Purchasing behavior
Deshpande et al., 2019; Sama, 2019	Advertisement communications has enhanced an essential way for all-encompassing shopping route and is superior a best share of announcement budgets. Therefore, the worth of blasting on various broadcast news is of excellent interest to arranging is more main to businesswoman, managers, consumer buying.
Prasad & Jha, 2014	Studied to find the key indicators that influence a buyer's choice. They described different purchasing decision models that are most useful in advertising. They had concentrated on how a marketer may enhance techniques to persuade buyers successfully.
Ismail, 2016	Clearly stated that the goal was to ascertain how much advertising influenced consumer purchasing of FMCGs. Statistical methods such descriptive statistics, correlation analysis, and regression analysis were used to analyze the data. The results demonstrated that commercials significantly affect customers' purchasing decisions and behaviors.
Sunderaraj, 2018	Outlined the study's goal, which was to examine how ads affect consumer behavior. Age of the respondents and the extent of the influence of advertising were found to be unrelated, and there was no correlation between income and pleasure with the promoted product at the time of use.
Sama, 2019	Investigated how Internet marketing affected customer awareness, interest, conviction, purchase, and post-purchase behavior. The study used the online survey approach to get data from Indian students. Advertisements were shown to be effective after data were studied using the Cronbach alpha, exploratory factor analysis, and Kruskal-Wallis test.
Gaudel, 2019	Using 150 observations from the Kathmandu Valley, this study examines the role that social media networking plays in Nepalese consumers' decision-making on what to buy. Descriptive and causal-comparative research designs were used to analyze the data. He discovered a strong connection between user trust, social media information, and online reviews and consumer purchase decisions.

According to research, social media is a potent tool that restaurants may utilize for marketing and PR to reach a large audience and affect patrons' experiences and purchase decisions. Social media is essential for successful marketing (Hanaysha, 2016).

Mhlanga and Tichaawa (2017) noted that a customer's gender, age, food and drink preferences, service quality, and environment might all have an impact on how social media affects their experiences. Online communities developed by new marketing channels provide marketers the chance to understand their target market better, determine their requirements and priorities based on their interactions with the communities, and receive input directly from customers (Sigala, 2003). This leads to the creation of the following hypothesis.

Hypothesis 2: Social Media Advertisement positively and significantly effects on Consumer Purchasing behavior.

2.10.3. The Relationship Between Electronic Word of Mouth (E-WOM) on Consumers' Purchasing Behavior

Gartenstein (2018) asserts that consumers will carefully consider their options before buying any goods or services, after choosing their order, the customer will begin looking for the product or service in person, online, over the phone, and in other ways. After looking, they will evaluate and select the product or service based on factors like price, quality, and other factors before making purchases, the customer will continue to rate the product after you make a purchase for a resolution to make a subsequent purchase (Morwitz, 2014). Thus, an active customer is one who invests resources in learning about a product before making a purchase (Ladki,1993).

A passive customer, on the other hand, is one who makes minimal effort to learn about a product before buying it and who mainly depends on word-of-mouth when making a purchasing choice (Arndt, 1967). According to Westbrook and Fornell's (1979); Ladki's (1993) finding given a homogeneous product, systematic disparities in individual buying attempts exist, consumer behavior is made up of both attitudinal and behavioral variables. Moreover, consider customers' propensity for repeat purchases and word-of-mouth promotion (Binnawas, Khalifa & Bhaumik, 2020). Consumer experiences and ratings can influence whether an action is beneficial or bad (Binnawas, Khalifa & Bhaumick, 2019). Positive shopping habits are frequently linked to greater frequency of use and the willingness to pay higher costs (Othman et al., 2013). The possibility that customers will visit a restaurant in the future and/or spread the word

about it to their friends and family in the context of dining out is represented by their purchasing behavior (Heung & Gu, 2012; Liu & Jang, 2009).

Loyalty, switching, desire to spend more, as well as external and internal responses, are among the unique beneficial purchase behaviors (Rahmah et al., 2020). According to Mohamud et al. (2017), purchasing behavior is characterized as a higher-order construct made up of three components: good word-of-mouth (WOM), willingness to refer, and continued patronage of a certain service provider. Particularly, it is acknowledged that the positive WOM is a widespread and significant kind of communication for service marketers (Abd-Elaziz, Aziz, Khalifa & Abdel-Aleem, 2015). It is also a strong resource for information while making decisions on purchases (Gharama, Khalifa & Al-Shibami, 2020).

But the information need not simply be "*good*"; these WOM activities may have a neutral or negative valence (Abd-Elaziz et al., 2015). WOM behaviors refer to the customer's perception that he or she will discuss an event with at least one person who is not directly associated to the service contact, WOM has gained a lot of study attention (Van Doorn et al., 2010). Marketers have connected customers' varied buying strategies to their increased usage of social media (Court et al., 2009). E-WOM, a realistic, well planned information transmitter that may affect customers' purchasing behavior and is determined to keep them pleased, has been presented by marketers as a solution to this problem (Okumus & Bilgihan, 2014).

Jeong and Koo (2015) looked at how consumers' perceptions of products were impacted by both objective and subjective online reviews (E-WOM). Relevant research emphasized that the WOM function efficiently encourages more consumers to share their thoughts about products and services. This information is thought to be more objective and credible than marketing propaganda (Sallam, 2014; Tenreng et al., 2019; Verkijika & De Wet, 2019). Customers are consequently more likely to use this information as a key resource when making a final purchase choice (Sun et al., 2006; Park et al., 2007). WOM has so far been seen as more trustworthy and credible than communications created by advertisers and marketers (Bansal & Voyer, 2000; Carl, 2006; Filieri, 2015; Li et al., 2013).

For instance, Al-Gasawneh and Al-Adamat (2020) studied Jordanian customers' green purchasing patterns and content marketing. According to the findings, Mansoor

and Noor (2019) electronic word-of-mouth (E-WOM) has a substantial mediating role in the link between content marketing and green buying behavior. In the context of local culinary businesses, E-WOM has demonstrated its direct influence on customers' behavior to buy local food.

Additionally, WOM impacts have a big impact on customers, And the strong influence of WOM on customers' decisions to buy organic food (Hamdani et al., 2018). Was also noted in the research conducted by Moliner, Ruiz, and Fayos (2015), WOM has a significant influence on consumers' purchase decisions, hence starting good WOM is an essential marketing approach, negative WOM, on the other hand, is more illuminating and diagnostic when consumers voice their displeasure.

Word-of-mouth advertising is more informational than standard marketing advertising in the service sector (Alegre & Garau, 2010). WOM has a big influence on consumer behavior and is more reliable than advertising when it originates from friends and family (Dhillon, 2013). WOM is crucial to the eating experience because when individuals go out to dine, they frequently adopt the ideas of their companions. It promotes attachment that strengthens customer commitment to purchasing behavior, whether it occurs before or after the purchase, and aids consumers in learning more about the product and lowering perceived risk (Casamassima & Royo, 2011).

E-WOM is the most significant source of information that impacts consumer buying behavior in the hotel and tourist services sectors because it connects with customers, forges connections with them, and influences them to buy a variety of items (Helm, 2000; Vargo & Lusch, 2004; Leskovec et al., 2007; Court et al., 2009).

According to Silverman (2001) consumers often discuss numerous goods and services, making WOM an appealing and reliable mode of information distribution. WOM may be either positive or negative, however the researchers concentrated on the positive type of WOM that was employed in earlier investigations (e.g., Ahmadi, 2019) positive word-of-mouth is valued by marketers because it may affect customer preferences, service preferences, and purchasing decisions.

Aun and Ling (2018) Electronic word of mouth (E-WOM) and consumer purchasing behavior are related. Electronic word of mouth (E-WOM) has been proven to affect consumers' purchase decisions by multiple research (Schmäh, Wilke & Rossmann, 2017). According to Cheung, Lee, and Thadani's (2009) research, there is a

favorable correlation between electronic word of mouth (E-WOM) and purchasing behavior. The positive message of E-WOM will influence consumers' decision to make a purchase, positive electronic word-of-mouth communications are extremely beneficial for promoting the good and service (Wangenheim, 2005; Li & Jaharuddin, 2021).

Schmäh et al. (2017) claim that there is a substantial correlation between E-WOM and purchasing patterns. Negative "electronic word of mouth" has a greater chance of influencing consumers (Reyes-Menendez, Saura & Filipe, 2019). When talking about negative (E-WOM), it has also been stated that electronic word-of-mouth influences consumer purchasing behavior (Nadarajan, Bojein & Khali 2017). It was implied that the experience of using and paying for the good or service will affect their decision-making. When unfavorable E-WOM is prevalent, customers could purchase less. This leads to the development of the following hypothesis.

Hypothesis 3: E-WOM positively and significantly effects on Consumer Purchasing behavior

2.10.4. The Relationship Between Online Ordering System on Consumers' Purchasing behavior

Consumers' buying habits are no longer confined by time or place, and they increasingly make purchases online thanks to mobile devices like smartphones that provide them this freedom (Zhang et al., 2020). Particularly, customers have slowly made it a habit to buy various everyday essentials online (Lu et al., 2021). Shopping on social platforms like WeChat has become more convenient for customers as a result of the quick growth of social media (Larios-Gómez et al., 2021). They are better able to choose their preferred cuisine more quickly and make more purchases, and as more people use social media, less people visit physical stores (Ali et al., 2021).

Although consumers' offline spending has declined, they have raised their expectations of offline retailers in order to lower the danger of infection, as a result, when customers purchase offline, they are more concerned with safety and locations (Butu et al., 2020). As a result, customers' preferences for where and when to make purchases have changed dramatically, additionally technological advancements have a positive impact on consumers' perceptions of the value of time, leading them to demand

the quickest possible delivery of goods and services (Kyowon et al., 2020). The advancement of Internet technology and the widespread use of mobile terminals have made it possible for customers to fulfill their desire to place orders whenever and wherever they like customers prefer an ordering process that allows them limitless time to buy meals and takes less time overall (Larios-Gómez et al., 2021).

The dynamics of the research on food orders depend critically on consumer attitudes about online purchasing (Ismail, 2016). Wagner, Schramm-Klein, and Steinmann (2020) hinted that a variety of cultural influences and environmental factors can affect customers' purchasing behavior, particularly in the event of a pandemic. Understanding consumer behavior is crucial to a restaurant's success (Lee et al., 2018). Because only a small amount of products appeal to all consumers, a restaurant needs to understand the factors that influence consumer purchasing decisions in order to succeed with its restaurant strategy. An online strategy will focus on identifying potential customers' preferences using focus groups, surveys, and psychological research, from which restaurants can prepare their future strategy (Kim & Park, 2018).

According to Raed and Nripendra's (2020) argument that buying consumer behaviors via e-commerce may not be uniform, consumer items are moving swiftly with a considerably shorter lifetime compared to products from a few decades ago. AlAlwan, Rana, Dwivedi, and Algharabat (2018) claimed that organizations would be able to distinguish their goods and adapt supply chain tactics to the changes if they research customer behavior. In terms of behavioral shifts, the increase in internet purchases is remarkable (Stanciu et al., 2020).

Numerous numbers illustrate the considerable influence social media information has on customers' purchasing decisions. For buying online (Flanagin et al., 2014). Sin et al. (2012) shown that customers' attitudes regarding online shopping are significantly influenced by the perceived value of social media information. Online ordering has enhanced purchasing, and studies have shown that the ordering procedure has to be precise, practical, and unambiguous (Kimes, 2011). In the lack of an internet connection or mobile application, users choose to call in their online orders (Park & Kim, 2003; Metzger & Flanagin, 2015). In light of this, the following hypothesis is created.

Hypothesis 4: Online Ordering System positively and significantly effects on Consumer Purchasing behavior.

2.10.5. The Relationship Between Higher Accessibility of Information on Consumers' Purchasing behavior

Consumers' purchasing behavior depends on their ability to evaluate the discrepancy between their goals and the information they have access to (Reid & Bojanic, 2009; Lee et al., 2016). In addition, customers must be familiar with the goods and services in order to assess their purchase patterns (Peppard & Butler, 1998). According to Algharabat, AlAlwan Rana and Dwivedi (2017), the convergence of power information, where consumers can express their opinions, and purchasing has had a significant impact on how people gather information about different options, select a particular product, and make a purchase decision.

Consumers are savvier, with the gap between the knowledgeable buyer and the expert seller getting smaller and smaller as more people use the internet to order, research products, and make purchases. Consumers oversee their information and have access to it anytime, anywhere (Anwar & Ghafoor, 2017).

According to Duncan and Moriarty (1998), a consumer's behavior is influenced by the meaning or perceived quality of a message, which they argue can strengthen purchase. As a result, social media gives customers the opportunity to communicate with the business as well as share their experiences with other customers regarding a certain service or product (Mangold & Faulds, 2009).

According to Lv et al. (2018) and Sun et al. (2019), information actively shared on social media platforms influences customer behavior to buy certain goods. The role of social media information in influencing customers' food purchase decisions has been noted in pertinent literatures (Brumăet et al. 2020; David, 2020; Hilverda et al., 2018). whereas the behavior of purchasing food is another area of study, there are several ways that restaurants gain notoriety, including word-of-mouth WOM, informational television programs on food and travel, as well as internet searches. They observed that these sources were crucial in bringing restaurants to the notice of potential customers who would go there (Smith & Xiao, 2008).

Similar conclusions were reached by Batra (2008), who discovered that consumers typically relied on and were influenced by newspaper, magazine, and food guide advertisements, followed by web and food guide restaurant reviews, ten years later, the Internet has developed into a highly popular source of information that is trusted when choosing a restaurant. They also mentioned how the internet had been widely used as a means for communication and information, and that it was seen to be helpful when dining out while on vacation (Ler, 2014).

The communication landscape has significantly changed because of changes in consumer trends and the development of the internet, allowing consumers to interact and exchange information with other consumers online, consumers also often seek recommendations to make quality purchase decisions, and they typically take advice from both private and commercial sources (Ahmad & Lasi, 2020).

Consumers are impacted by the product's informational value since it helps them make purchase decisions (Tsang et al., 2004). Consumers are informed about new products through persuasive advertising, which also shows how the product outperforms those of the competitors (Saadeghvaziri & Hosseini, 2011).

As a result, there is evidence that the literature on the connection between informativeness and customers' purchasing behavior is lacking. In light of this, the following hypothesis is created.

Hypothesis 5: Higher Accessibility of Information positively and significantly effects on Consumer Purchasing behavior.

2.11. Conceptual Framework

This study investigates the relationship between customer purchasing behavior and information accessibility, social media advertising, electronic word-of-mouth, and service quality. The researcher makes use of this study to understand and explain the consumers' purchasing behavior in restaurants using the Theory of Buyer Behavior and Consumer Decision Model. In order to analyze consumers' purchasing behavior, the topics identified, and conceptual model proposed in the current study, which was based on the advice of a previous study (Kumar et al., 2020), highlighted and focused on four dimensions, including E-WOM, greater information accessibility, social media

advertising, and online ordering system. However, there are still some important factors that are ignored, such as service quality.

The model significantly advances the field's theoretical understanding and will be tremendously beneficial to academic researchers, restaurant owners, decision-makers, and practitioners.

This thesis develops the buyer behavior theory and consumer decision model as can be seen in Figure 8. the purpose of this thesis is to make an effort to paint a picture of an efficient consumer purchasing behavior program by positing that factors such as service, quality, social media advertisements E-WOM, online ordering systems, and higher accessibility of information are significant contributors to consumer purchasing.

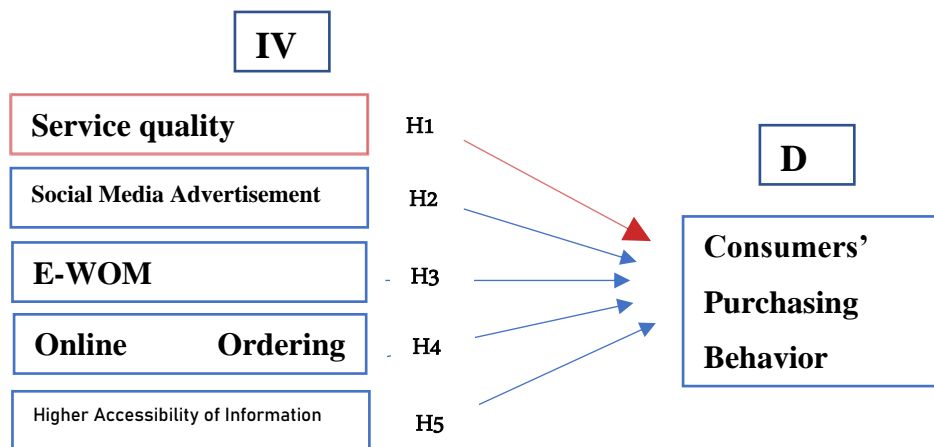


Figure 8. Research Conceptual Model

As mentioned above, the relationship between quality of service, social media advertisements E-WOM, online ordering systems, and higher accessibility of information, is important, therefore; one of the objectives of this study is to test the relationship between service, quality, social media advertisements E-WOM, online ordering systems, and higher accessibility of information, on consumer's purchasing behavior in Malaysian restaurants.

2.12. Summary

This study as well as earlier research on each of the variables service quality, social media advertisement, E-WOM, online ordering system, and higher information accessibility, to assist the present study. There is much documentation on consumer

purchasing behavior, and the literature illustrates service friendliness, social media advertisement, E-WOM, online ordering system, and higher information accessibility, in addition to consumer purchasing. All these variables are used throughout the course of this study. This chapter also discusses previous research on the theories of service quality, social media advertisement, E-WOM, online ordering system, and higher information accessibility, as well as the effect of these theories on consumer purchasing behavior. In the next chapter, the research methods and theoretical framework will be created in order to demonstrate the link between the variables.

3. RESEARCH METHODOLOGY

3.1. Introduction

Studies on the influence of service quality, service quality, social media ads, E-WOM, online ordering systems, and greater accessibility of information on customers' purchasing behavior are described in the chapter that contains a review of the research. The variables that were explicitly looked at in the context of this study are.

To elucidate the links between variables, this chapter discusses the study's methodology, theoretical framework, and hypothesis formulation (independent and dependent variables). To meet the study goal, the questionnaire was employed as a technique for data collecting. Additionally, a summary of the study design, data sampling, data tool, and research objective testing will be provided in this chapter.

3.2. Research Design

A framework or paradigm for doing research initiatives is the research design. It outlines the steps required to gather the relevant data and information needed to formulate or respond to research questions. The overview plan, put simply, outlines how you will do your research.

As a quantitative research strategy is the most appropriate for this sort of investigation, it is used in the current study. The quantitative approach encompasses a system of inquiry by linking several factors that may be condensed into numerical data and applied to the entire population (Finnerty et al., 2013). Quantitative research focuses on the inputs of the research subjects, and the findings may be easily gathered, comprehended, and connected to the topic under investigation. Furthermore, quantitative outcomes are based on the author's abilities and arguments offered to support the theory and conclusions. It describes a methodology that heavily relies on systematic empirical relationships to increase knowledge. This kind of research employs evaluation, observation, and the examination of ideas to arrive at accurate elements, hypotheses, and concerns (Creswell, 2017). Methods of descriptive measurement and survey were utilized in this investigation. In Malaysian restaurants, the impact of service quality on patrons' purchasing decisions was investigated.

Additionally, the factors that address who, when, and where problems arise were identified. Additionally, this study is planned to use a survey methodology to create questionnaires, collect data, and improve our consumers' patronage of restaurants and their impacts. As stated by (Zikmund et al., 1994). A measuring method for gathering information from a sample of the research population is a questionnaire. As a result, the information would be gathered by handing out questionnaires to patrons of Malaysian eateries in Johor Bahru.

3.3. Population and Sample

This section explains how the sample size for this study was determined as well as the estimated population size. To aid in a better understanding of the subject matter, the sample frame and sample techniques are also highlighted in greater detail.

The phrase "population" in research refers to the total number of individuals, events, or other interesting items that are the focus of the inquiry (Bougie & Sekaran, 2019). Cresswell (2012) described a population as a group of people that have comparable traits and other features that may be found and researched by a researcher. The population is the overall component from which the sample is chosen, and it comprises both individuals to whom the survey's results must be generalized as well as departments like households or organizations.

Table 7. Johor Bahru population

Johor Bahru population					
Population (million)	2017	2018	2019	2020	2021
Total	3.70	3.75	3.76	3.77	3.79 ^e
Male	1.95	1.98	1.97	1.97	1.98 ^e
Female	1.74	1.77	1.79	1.80	1.82 ^e
Average Annual Population Growth Rate (%)	1.2	1.4	0.3	0.3	0.5 ^e

*Source; Department of Survey and Mapping, Malaysia, 2021

With a total population of 3.79^e million people lived in Johor Bahru city, the sample size calculator concludes that the sample size should be roughly 384 participants. It is found between several items and sample size (Hinkin et al., 1997; Kozak, 2002; Tinsley & Tinsley, 1987). Large size is invaluable for obtaining accurate results of the analysis, as the sampling error decreases with increasing sample size as shown by (Osborne & Costello, 2004; Uhl & Schoner, 1969).

3.3.1. Sample Size Determination

The size of the sample has to be substantial and enough to provide accurate estimates of the characteristics of the population and provide trustworthy findings on the investigation (Onwuegbuzie & Collins, 2007). As suggested by Bougie and Sekaran, (2019) in order to acquire reliable results, the sample size has to be large enough as well as comprehensive enough to allow for a reasonable assessment of the important features of the total population this will lead to the successful completion of the research project. As a result, the overarching idea that emerged from this prior research is taken into consideration (Krejcie & Morgan, 1970). Based on the statistics of the World Population Review (2022), the total population of Johor Bahru was of 3.79^e million in 2022. Hence and for sample size decisions using the (Krejcie & Morgan, 1970) using the procedures outlined in the sample determination table 8., a total of 384 customers were chosen to comprise the sample size for this investigation. In order to make the sample size more exact and trustworthy, to limit mistakes in the sample size, and to prevent the difficulties of lack of replies, which often happened when doing a survey study, the purpose of this study was to conduct a sample size calculation the present study adopts the frequently used technique for fine-tuning sample size that was introduced by (Bartlett, 2001).

Table 8. Sample Size Calculation.

N	S	N	S	N	S
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

*Source: “Research Methods for Business A skill-building approach” by Bougie and Sekaran, (2019)

In order to mitigate the consequences of recalcitrant respondents and the possibility of missing surveys, Salkind suggested increasing the sample size by between

40 and 50 percent This study used a total sample size of 384, plus an extra 50 percent of the sample as recommended by Salkind and implemented in (Bartlett, 2001), This means that the total number of participants in the sample for this particular research is 576.

Where x is some unknown percentage increase above the first 50%, and 384 is the actual size of the sample.

$$Y = 50/(100) \times 384$$

$$Y = 50/100 \times 384$$

$$Y = 0.5 \times 384$$

$$Y = 192$$

192 is equivalent to fifty percent of the entire sample size of 384, which is represented by its value in the equation. As a result, the number of clients used to determine the size of the sample for this study came to (576 = 384 + 192). As a result, using the probability sampling method and Google Docs, a total of 576 questionnaires will be distributed.

3.3.2. Sample Techniques

According to Jawale (2012) using a sampling design in Studies Social Sciences has both advantages and disadvantages, (1) it helps you save both time and money, this strategy saves time and money since the researcher does not have to analyze and test every hypothesis, while conducting research, a small number of units or a small population were evaluated, (2) reliability: the data was collected using a sampling approach, and the analysis was done on the basis of that data, the researcher will be able to get reliable results based on the information provided above, (3) flexibility and adaptability: many issues, especially those requiring specific individual transactions, cannot be covered in full, be included in the census in this case, the sample is the sole method of investigation accessible, (4) possibility of implementation: in comparison to the sophisticated sampling plan, the administrative feasibility of sampling plan the organization that will be responsible for the census of the whole population, types of sampling include: the techniques of sample design shown below are some examples, simple random sampling is as follows: this sort of The term "sampling" can also refer

to "random sampling" or "probability sampling the case of a random sample, each person in the population has an equal probability of being selected for inclusion in the sample." the population as a whole is represented in the sample, and the sample is representative of the population. technique for selecting random numbers samples of the human population, containing drawings on lot-numbered scraps of paper from a random sample of people a container, tables of random numbers, and a roulette wheel are all examples of random number generators, as an illustration, changes in material circumstances, juvenile offenses, the allocation of social assistance, and voting are all topics covered, registration, tax listings, and so forth, only if one chooses from a systematic list will one get random samples, they will be distributed at random, rather than at regular intervals, because the numbers were placed in the table in a completely random manner, there is no way to tell what they are the sample chosen as a result is completely random, this process ensures that each item has an equal chance of being selected, being chosen as a candidate in the event of an unlimited population, each item is chosen at random from the others, sample is controlled by the same probability as the previous choices and that consecutive selections are made at random they are not reliant on one another, the following are some of the benefits of random sampling: (1) every element in a population has a chance of occurrence that is proportional to but independent from one another. found (2) included : this approach is utilized in combination with all other probability sampling strategies, including the random sampling method, the basis upon which all forms of random samples are built is consequently provided by this sample, (3) of all the probability methods, the simple random sampling approach is the most straightforward to implement, plans, (4) it is the most straightforward form of random sampling procedure, (5) the researcher is not required to know the real demographic makeup of the population, prior to the event random sampling is believed to be the least biased technique of sampling and, as a result, is used most often.

According to (Jawale, 2012) the methods of critical multiples, this way is selected as the preferred method, it is the case because of this, Because of the intrinsic structure of the random selection process, it is the method with the least amount of bias for obtaining estimates of population parameters. This is because random samples are likely to be representative of the population as a whole. include errors, comprise components that are representative of the differences seen in the overall population

random the use of sampling allows for the establishment of causal linkages via the use of random assignment to participants, be extended beyond the sample to include the whole target population the following are the disadvantages of random sampling:

1. It is necessary to populate the accounting system completely
2. It is time-consuming to assign a unique designation to each member of the population.

Throughout order to provide a more accurate representation of the population, a straightforward random sampling strategy was reportedly adopted in the course of this investigation, according to Bougie and Sekaran (2019). A simple random sample, also known as a S.R.S., is a group of individuals chosen at random from a larger group (a population) in which all the individuals are chosen with the same probability. A straightforward random sample can be used to produce an impartial sample. Simple random sampling, the most basic type of sampling, is frequently used into other, more intricate types of samples. the eateries that completed and returned the questionnaire as part of the data collection procedure. The information for this inquiry was gathered between September and November 2022.

3.4. Elements of Analysis

Elements of the analysis refer to entities being examined under a given case study. In the marketing study, elements of the analysis are divided into the organization, the community, and the individual (Kumar et al., 2013).

The main objective of this study is to study the effect of service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information on consumers' purchasing behavior in Malaysian restaurants in Johor Bahru city in Malaysia.

3.5. Data Collection Method

It is possible to gather data in a survey in a variety of methods; however, the major data used in the statistical analysis of this study was acquired via the use of a questionnaire sent to people living in the city of in Johor Bahru city in Malaysia. The Statistics World Population Review includes data from a selection of countries and

regions for persons (2022). The researcher used the information that was supplied by the to determine that the population of Johor Bahru was 3.79^e million.

The approach of data gathering that was used in this investigation made it possible to amass an extensive amount of information at a particular instant in time. The researcher also used quantitative measurement as a means of confirming the findings of the study and assisting in the process of understanding the findings of the investigation. The researcher chose to utilise the usage of Google form to collect the completed questionnaires since this approach is both quicker and more efficient in terms of time management, and the collecting method is ideal for the particulars of Malaysia, where it anticipates a high response rate. This method of collecting questionnaires is necessary because empirical evidence shows that using mail order to administer questionnaires with a low response rate of 3 percent and 4 percent, respectively, results in a slow and incomplete rate of return. This makes the use of this method of collecting questionnaires necessary (Asika, 1991).

The researcher chose this method the fact that this method has a number of outstanding benefits. Some of these benefits include the ability to collect the entire questionnaire in a short amount of time. Additionally, it can provide the researcher with additional explanation of the items that are required. To be elucidated by the respondents, and it also has the potential to convince the respondents to take part in the survey and provide their sincere ideas (Bougie & Sekaran, 2019).

3.6. Measurement of Instruments

In this investigation, the main data were used. The survey questionnaire used to identify respondents and primarily to provide data for this study's key research topics is the source of primary data. From publications, journals, newspapers, and online sources, descriptive data were collected. The use of descriptive analysis, which is primarily used to comprehend phenomena and identify research gaps, helps researchers build literature reviews and enhance their conceptual frameworks.

The instruments the researcher uses to collect data for an examination of the subject under study to get to a definitive conclusion are known as data instrument tools. The questionnaire is used as the data collection instrument in the current investigation. It is known to be the most practical and easy tool for data collection out of the

resentment and in this study, the questionnaire chosen is a close-structured questionnaire developed by the researcher where the respondent must answer one of five questions. It is based on the 5-Likert Scale by designing some special questions and restricting the options.

Based on recent studies that are relevant to this context, the measuring technique is being used and modified in the present study activity (Churchill & Churchill, 1999). As a result, the study model is comprised of five definitions of variables: service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information, among others. The quinquennial measure that will be utilized in the research is shown in the following Table 9. Illustrates the five Likert.

Table 9. The Five Likert

1	2	3	4	5
Strongly Disagree	Disagree	Neither agree / nor disagree	Agree	Strongly Agree

3.6.1. Consumers' Purchasing Behavior

In this study, the purchase definition is described through dimensions that effectively encapsulate the term. Prior studies indicate (Kumar et al., 2020) limitations in the use of a single approach, and therefore, in this thesis, Thus, this study measures overall consumers' purchasing behavior with 4 items (Table 10.)

Table 10. Consumers' Purchasing Behavior Items.

SER.	ATTRIBUTES
1	The restaurant's interactive social media advertising affects customers' purchasing decisions.
2	Social media food advertising reminders have an impact on customer buying decisions.
3	Technology-based restaurant advertising appeal has an impact on customer buying decisions.
4	Consumers enjoy a fresh eating experience at restaurants that use technology. The restaurant's interactive social media advertising affects customers' purchasing decisions.

*Sources: Adapted from (Kumar et al., 2020)

3.6.2. Service Quality

Service quality items', which is used in many studies, The questions below are adapted in (Table 11.) of the restaurant field, according to (Mensah & Mensah, 2018; Kueh & Voon, 2007), because it suits Malaysian restaurant environment.

Table 11. Service Quality Items.

SER.	ATTRIBUTES
1	A prompt and quick service is provided.
2	Employees helping to maintain speed and quality of services.
3	To consider service quality superior to similar class and category of restaurants.
4	The Malaysian restaurant serves food exactly as I ordered it.
5	The Malaysian restaurant provides prompt and quick service.
6	The Malaysian restaurant has employees who can answer my questions well.

*Sources: Adapted from (Mensah & Mensah, 2018; Kueh & Voon, 2007)

3.6.3. Social Media Advertisement

The questions below are adapted in (Table 12.) of the restaurant area, as they are appropriate for Malaysian restaurant, besides that, fourteen items regarding social media advertisements were extracted from (Lee, 2013; Madni, 2013; Kumar et al., 2020).

Table 12. Social Media Advertisement Items.

SER.	ATTRIBUTES
1	Do you search for related information on social media before a purchase.
2	Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services.
3	Do you agree that social media has provided more effective platforms for new products/services/brands to draw consumers' attention than mass media channels?
4	Do you agree that advertisements/ reviews/ blog posts etc. have higher credibility than advertisements/ editorials/ other marketing means on mass media
5	Do you rely on information available on social media if you have uncertainties regarding a purchase?
6	Is it easy to access the restaurant interactive menu through social media?

7	Are you likely to share comments/reviews/blog posts/related articles etc. to peers or friends via social media after a visit to the restaurant?
8	The visual appearance of an interactive menu in social media is attractive.
9	The social media make it easier to check menu variety (e.g. healthy menu, halal menu, etc.) offered in the restaurant.
10	The beverage (e.g. hot drinks, cocktails, mocktails, etc.) feature in the social media is very useful.
11	The social media interactive menu attracts me to try the restaurant.
12	Do you agree that feedbacks (reviews/comments/posts and so on) on social media affect your purchase?
13	Do you agree that social media provides an effective and powerful platform for consumers to communicate with each other and with the companies?
14	Do you think that social media makes your decision making more complex?

Sources: Adapted from (Lee, 2013; Madni, 2013; Kumar et al., 2020)

3.6.4. Electronic Word of Mouth (E-WOM)

Many researchers, on the other, embraced questions that were relevant to their area of study. Pan and Ha (2021); Chowdhur (2021) altered components suited for building in order to create restaurants. As stated in Table 13. the questions utilized in these investigations were adapted to fit the needs of the restaurants for this study.

Table 13. (E-WOM) Items.

SER.	ATTRIBUTES
1	I recommend casual dining restaurants in Johor Bahru City to my acquaintances or relatives because of the good service.
2	I recommend casual dining restaurants in Johor Bahru City to my acquaintances or relatives because the quality of the food and drinks served is good.
3	I recommend casual dining restaurants in Johor Bahru City to my acquaintances or relatives because of the pleasant atmosphere.
4	I say positive things about the restaurant to those around me.
5	I encourage those around me to visit this restaurant.
6	I recommend the restaurant to other people.

*Sources: Adapted from (Pan & Ha, 2021; Chowdhur, 2021)

3.6.5. Online Ordering System

The online ordering system is inherited from different approaches to marketing strategies, which are used in many studies. However, many researchers adopted questions in their field of study. For the restaurant sector Kimes and Laque (2011); Kimes, (2011); Kumar at al., (2020) adapted elements suitable for construction. This study adopted the questions used by these studies to suit restaurants, as shown in Table14.

Table 14. Online Ordering System Items

SER.	ATTRIBUTES
1	Social media help me to order online.
2	The restaurant online system helps me to locate the restaurant.
3	The social media helps to check the reservation availability for online booking.

* Sources: Adapted from (Kimes & Laque, 2011; Kimes, 2011; Kumar at al., 2020)

3.6.6. Higher Accessibility of Information

Finally, the higher accessibility of information (seven items) was selected based on (Rein et al. 2005; Kumar et al., 2020).

Table 15. Higher Accessibility of Information items.

SER.	ATTRIBUTES
1	Do you think that with the social media sites, you are able to seek out products/services information initiatively (actively)?
2	Do you have prejudgment (positive/negative) towards a particular product and/or service before an actual consumption?
3	Do you tend to seek out information that is consistent with your initial opinion/preference for a purchase?
4	Do you agree that information searching is easier via social media compared to mass media (e.g. TV, radio, newspaper, and so on)?
5	Do you change your initial preference after searching relevant information via social media sites?
6	Are you likely to change your attitude towards a certain restaurant after you have read positive comments/reviews/online articles etc. about it?
7	Are you likely to share comments/reviews/blog posts/related articles etc. to peers or friends via social media after a visit to the restaurant?

*Sources: Adapted from (Rein et al. 2005; Kumar et al., 2020)

3.7. The Technique of Data Analysis

Data analysis is used to examine, clean, inspect, transform, and model data to discover important information, find inference, and support decision-making. In this study project, the researcher will use SPSS version 26.0 to analyze the data. There are some elements such as reliability testing, correlation analysis, etc. in SPSS version 26.0 that are suitable for writing the response in this study.

3.7.1. Reliability Analysis

The reliability evaluation is the first step in the validation test process (Wells & Wollack, 2003). To look at measurement items in terms of their internal consistency, reliability analysis is used, it is carried out specifically by computing the Cronbach alpha reliability coefficients for the new dimension for assessment and testing of items, The alpha value of Cronbach describes a statistic that evaluates the internal questionnaire of the questionnaire items (Cronbach, 1951). The alpha of Cronbach varies from zero to 1.00, having an alpha close to 1.00 indicating good consistency (Wells & Wollack, 2003). Internal consistency coefficients of more than 0.90 are put on to standardized tests with high stakes, while internal consistency coefficients of more than 0.80 or 0.85 are applied to standardized tests with lower stakes. The reliability coefficient is proposed to be 0.70 or greater (Lehman et al., 2005; Wells & Wollack, 2003). Based on the study by (Bougie & Sekaran, 2019), established a reliability analysis below 0.60 is bad, while 0.80 is good, Table 16. is presented a summary of the reliability coefficient of the items obtained.

Table 16. Summary of Reliability Coefficient.

Remarks	Reliability coefficient
Poor	Less than (0.60)
Acceptable	(0.70)
Good	(0.80)
Excellence	(0.90) and more

***Sources:** Bougie & Sekaran, 2019

3.7.2. Descriptive Statistics

Statistical analysis with a descriptive focus highlights the general opinion that respondents have for each category of the questionnaire and contains frequency, mean, percentages, and standard deviation (Cavana et al., 2001). The use of descriptive statistics is preferred because these statistics provide an accurate portrayal of qualities such as the behavior of an individual, group, organization, or circumstance as well as their views, capabilities, beliefs, and knowledge, it is in accordance with the study that is being done now that investigates restaurant purchase behavior, which involves gathering evidence to test a theory. The determination of the mean, the median, and the standard deviation from interval data is part of descriptive statistics, as was just indicated up there (Wen, 2006). In specifically, the mean score as well as the standard deviation are employed in order to ascertain the predominant trend as well as the amount of variation present in the distribution of the variables. In light of the fact that the Likert scale was used to evaluate the results of the variables' measurement products, the interpretation of the mean score may be broken down into the following levels: High, moderate, and low scores, with scores between 5.00 and 7.00 being regarded high, mean scores ranging from 3.00 to 4.99 being considered moderate, and mean scores between 1-2.99 being considered low (Oliveira et al., 2012).

Table 17. Summary of Descriptive Analysis

interpretation	Mean score
Low	1.00 – 1.99
Moderate	2.00 – 3.49
High	3.50 – 5.00

***Source:** Oliveira et al., 2012

3.7.3. Correlation Analysis

Based on a prior study conducted by (Cavana, Delahaye & sekeran et al., 2001). Evaluating the variant in a variable to another set provides the correlation. The relevant statistical method is therefore to determine the presence of any relationship between 2 variables (Bewick et al., 2003). According to Hair et al (2007) In addition, the R-value of the correlation coefficient speaks about three objectives, specifically:

1. To examine whether the correlation coefficient is statistically significant.
2. To measure what strength of association.

3. To know the relationship between the variables; positive or negative.

Coakes et al (2010); Sekaran (2003) in their studies, the value of 1.0 (plus) indicates that there is a perfect positive correlation if the value is. Otherwise, there is a perfect negative correlation which is -1 (minus 1) (Coakes et al., 2010).

3.8. Summary

This chapter is used as a guide in conducting this study. Research design and procedures are discussed from stage to stage at the beginning of this chapter, starting with questionnaire development and data collection. This chapter also summarizes the analysis tools that have been adapted to conduct this study project. Upon completion of the complete data collection from the questionnaire-based questionnaire, the researcher will use SPSS version 26.0 software for analysis and interpretation. Furthermore, the structure and workflow involved in research design, measurement, data collection, and data analysis procedures are described in this chapter.

4. RESULTS AND FINDINGS

4.1. Introduction

The current chapter is broken into three pieces as follows: the first portion discusses the demographic traits of the respondents, and the second section discusses the psychometric features of the measuring scales used in the study, namely the Cronbach's Alpha Reliability Test. The third section discusses the examination of the research hypotheses in detail.

4.2. Response Rate and Demographic Profile

Understanding the importance of the study's findings requires an understanding of both the demographic composition of the respondents and their response rate. As a consequence, the present part displays and analyzes the response rate as well as responder profiles (demographic features).

4.2.1. Response Rate

The present study examined consumers' purchasing behavior of the Malaysian restaurants. In this study, the customers were selected to distribute the questionnaires to because among the Malaysian restaurants, this is one of the best options in terms of consumers' purchasing behavior.

Following three months of information collection, which included the distribution of (576) questionnaires, (406) questionnaires had been obtained, while the remaining (170) hadn't been returned and were incomplete.

Table 18. Summary of Questionnaires Distributed

Malaysian	Total	Present (%)
Distributed questionnaires	576	100
Usable questionnaires	406	70.85%
Unreturned/incomplete questionnaires	170	29.15%

4.2.2. Respondents Demographic Characteristics

The respondents' demographic information, which includes their gender, age, educational background, and monthly income Do you utilize social media to review the menu items at the restaurant? , Do social media influence your decision to eat at a specific restaurant? , Do you still find media commercials to be alluring? , Which of the aforementioned social media platforms do you often use? , weekly time (roughly) spent on social networking platforms, How frequently do you dine out? How frequently do you dine here? and standing are shown in Table 19.

Table 19. Frequency and Percentage of Demographic Information

		Frequency	Percent
Gender	Male	216	53.2
	Female	190	46.8
	Total	406	100.0
Age	20 – 25	72	17.7
	26 – 30	108	26.6
	31 – 35	120	29.6
	36 – 40	30	7.4
	41 and above	76	18.7
	Total	406	100.0
Academic qualification	Diploma	60	14.8
	Undergraduate	208	51.2
	Postgraduate	138	34.0
	Total	406	100.0
Monthly Income (RM)	Less than 3,000	154	37.9
	3,001- 4,000	72	17.7
	4,001- 5,000	72	17.7
	5,001 or above	108	26.6
	Total	406	100.0
Your Ethnic Origin	Malay	189	46.6
	Chinese	98	24.1
	Indian	88	21.7
	Others	31	7.6
	Total	406	100.0
Do you use social media to review the restaurant's menu items?	Yes	335	82.5
	No	71	17.5
	Total	406	100.0
Does social media trigger you to visit a particular restaurant?	Yes	305	75.1
	No	101	24.9
	Total	406	100.0
	Yes	341	

Do you find advertisements on mass media are still attractive?	No	65	16.0
	Total	406	100.0
Which of the following social media sites are you using daily?	Social Networking Sites (e.g. Facebook).	88	21.7
	Microblogging (e.g. Twitter).	72	17.7
	Blogs/ Forums.	120	29.6
	Social Bookmarking Sites/ Social News (e.g. Reddit, Digg).	96	23.6
	Photo & Video Sharing Sites (e.g. Flickr, Youtube).	30	7.4
	Total	406	100.0
Time (approx.) spent on social media sites per week	0 hour	48	11.8
	1-3 hours	107	26.4
	4-6hours	84	20.7
	7-9 hours	77	19.0
	10 hours or more	90	22.2
	Total	406	100.0
How often do you eat in restaurants?	Daily	89	21.9
	Few times a week	171	42.1
	Few times a month	103	25.4
	Few times a year	43	10.6
	Total	406	100.0
How often do you visit this restaurant?	Daily	90	22.2
	Few times a week	171	42.1
	Few times a month	103	25.4
	Few times a year	42	10.3
	Total	406	100.0

Starting from gender, it is evident from the table that in Malaysian restaurants, the majority of the respondents (53.2%) were male, while the remaining (46.8%) were female. Moving on to age, most of the respondents (29.6 %) were in the age group of 31 – 35, while the least was in the 36 – 40 old categories at (7.4%). As for the Academic qualification of the respondents in Malaysian restaurants, most respondents (51.2%) had Undergraduate, while the least (14.8%) were diplomas. Based on their Monthly Income, the respondents mostly (37.9%) were Less than 3,000, while the least of them (17.7%) were 4,001- 5,000. By looking at the ethnic origin of the respondents most (46.6%) were Malay, while the least of them (7.6%). Most of the respondents (82.5%)

use social media to review the restaurant’s menu items, for social media triggering the respondents (75.1%) to visit a particular restaurant, the advertisements on mass media are still attractive for respondents (84.0%), as for the respondents (88%) use Facebook for Social Networking Sites, most of the respondents (26.4%) were spent on social media sites per week between 1- 3 hours, most of the respondents (42.1%) eating in restaurants few times a week, lastly, the most of respondents (42.1%) visiting restaurant few times a week.

4.3. Reliability Analysis

To the view of Sekaran (2019), the Cronbach's alpha is the primary instrument utilized in the reliability test, which is used to determine the consistency and stability of the variable. A Cronbach's alpha coefficient close to 1.00 indicates improved data dependability, whereas values below 0.70 are considered bad and over 0.80 to be good (Sekaran, 2019).

Table 20. The Stability of the Instrument Cronbach's Alpha for the Variables in Malaysian Restaurants

No.	Variables	No. Of Items	Cronbach's Alpha	Remarks
1	Consumers’ Purchasing Behavior	4	0.926	Excellence
2	Service Quality	6	0.958	Excellence
3	Social Media Advertisement	14	0.974	Excellence
4	Electronic Word of Mouth (E-WOM)	6	0.912	Excellence
5	Online Ordering System	3	0.908	Excellence
6	Higher Accessibility of Information	7	0.949	Excellence
Total		40	0.987	Excellence

In Table 20., the reliability analysis of the variables from the data Malaysian restaurants is presented. From the chart, it is approval that the Cronbach’s alpha coefficient obtained for consumers’ purchasing behavior (dependent variable) is 0.926. As for the independent variables, the Cronbach’s alpha coefficients obtained are as follows; 0.958 for service quality, 0.974 for social media advertisement, 0.912 for

electronic word of mouth (E-WOM), 0.908 for online ordering system, and lastly 0.949 for higher accessibility of information. All the results obtained of the Cronbach's alpha coefficients for the independent variables are excellence.

On the whole, all the measures obtained high Cronbach's alpha reliabilities that ranged from 0.908-0.974 in the Malaysian restaurants case, all surpassed the cut-off value of 0.70 recommended by prior studies (Lehman, 2005; Nunnally, Bernstein & Berge, 1967; Wells & Wollack, 2003). Considering the above acceptable values, all the items were retained, particularly because the consumers' purchasing behavior values were 0.926 in Malaysian restaurants.

4.4. Factor Analysis

The value of the "Olkn" scale equals (0.889) in the following table 21, which displays the results of the (KMO) test, according to "Bartlett," which is higher than (0.5) As the probability value (P-value) of the "Bartlett" test equals (0.00) and is less than (0.05), this indicates that the correlation matrix is not equal to the matrix unit and that there is a connection between some of the variables in the matrix, allowing for a global analysis of the data. This illustrates the increasing reliability of the factors obtained from factor analysis as well as the appropriateness of the sample size.

The following table "Kaizarr Mir UConn" measure to judge the adequacy of the sample and test "Bartlett" of the data.

Table 21. KMO and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	2357.576
	Sig.	.000

4.5. Descriptive Finding

On the basis of the descriptive analysis findings, the summary of the respondents' perceptions of variables were obtained to confirm their validity and reliability. More specifically, all the measuring constructs of consumers' behavior underwent descriptive analysis. purchasing behavior, service quality, social media advertisement, electronic word of mouth (E-WOM), online ordering system, and higher

accessibility of information and the results are presented in Tables 22., 23., 24., 25., and 26. Scores lower than 1.99 and greater than 3.50 were regarded as poor and high, respectively. The range between (2.00 to 3.49) was seen as being moderate or neutral (Lopes, 2012).

Table 22. Results for Consumers' Purchasing Behavior

	N	Minimum	Maximum	Mean	Std. Deviation
CPB1	406	1	5	2.95	1.295
CPB2	406	1	5	2.89	1.270
CPB3	406	1	5	2.81	1.267
CPB4	406	1	5	2.99	1.349

From Table.22, the mean range for Consumers' Purchasing Behavior in the Malaysian restaurants case falls between 2.81 and 2.99, with the highest obtained for '**CPB4**' (2.99 ±1.349), and the lowest for '**CPB3**' (2.81 ±1.267).

Table 23. Results for Electronic Word of Mouth (E-WOM)

	Minimum	Maximum	Mean	Std. Deviation
EWOM1	1	5	2.89	1.503
EWOM2	1	5	2.98	1.424
EWOM3	1	5	3.03	1.141
EWOM4	1	5	2.75	1.184
EWOM5	1	5	2.90	1.193
EWOM6	1	5	2.75	1.092

Table 22., displays the mean range for electronic word of mouth (E-WOM). It indicates that the mean range for Malaysian restaurants falls between 2.75 and 3.03, with the highest obtained mean for '**EWOM3**' (3.03±1.141), and the lowest for '**EWOM6**' (2.75 ±1.092).

Table 24. Results for Higher Accessibility of Information

	Minimum	Maximum	Mean	Std. Deviation
HAI1	1	5	2.50	1.196
HAI2	1	5	2.83	1.170
HAI3	1	5	2.67	1.106
HAI4	1	5	2.82	1.262
HAI5	1	5	2.69	1.347
HAI6	1	5	2.84	1.271
HAI7	1	5	2.81	1.473

Table 24., contains the mean range for the independent variable higher accessibility of information in the Malaysian restaurants case, the mean range falls between 2.50 and 2.84, with the highest mean obtained for ‘**HAI6**’ (2.84 ±1.271), and the lowest mean obtained for ‘**HAI1**’ (2.50 ±1.196).

Table 25. Results for Social Media Advertisement

	Minimum	Maximum	Mean	Std. Deviation
SMA1	1	5	3.06	1.386
SMA2	1	5	2.97	1.438
SMA3	1	5	2.78	1.396
SMA4	1	5	2.99	1.292
SMA5	1	5	2.75	1.391
SMA6	1	5	2.86	1.301
SMA7	1	5	3.03	1.428
SMA8	1	5	3.10	1.308
SMA9	1	5	2.92	1.354
SMA10	1	5	2.84	1.443
SMA11	1	5	2.85	1.461
SMA12	1	5	2.87	1.458
SMA13	1	5	2.84	1.328
SMA14	1	5	2.74	1.383

Table 25., presents the mean range of the social media advertisement for the Malaysian restaurants case, the mean range falls between 2.74 and 3.10, with the highest obtained mean for ‘**SMA8**’ (3.10±1.308) and the lowest mean score for ‘**SMA14**’ (2.74±1.383).

Table 26. Results for Online Ordering System

	N	Minimum	Maximum	Mean	Std. Deviation
OOS1	406	1	5	3.06	1.283
OOS2	406	1	5	3.02	1.242
OOS3	406	1	5	2.70	1.539

Table 26., presents the mean range of the online ordering system for the Malaysian restaurants case, the mean range falls between 2.70 and 3.06, with the highest obtained mean for ‘**OOS1**’ (3.06±1.283) and the lowest mean score for ‘**OOS3**’ (2.70±1.539).

Table 27. Results for Service Quality

	Minimum	Maximum	Mean	Std. Deviation
SQU1	1	5	2.73	1.326
SQU2	1	5	2.95	1.374
SQU3	1	5	2.90	1.520
SQU4	1	5	2.82	1.310
SQU5	1	5	2.82	1.406
SQU6	1	5	2.81	1.396

Table 27., introduces the mean range of the service quality for the Malaysian restaurants case, the mean range falls between 2.73 and 2.95, with the highest obtained mean for ‘SQU2’ (2.95±1.374) and the lowest mean score for ‘SQU1’ (2.73±1.326).

4.6. Pearson Correlation Analysis

In the present study, the significance of linear bivariate relationship between the independent variables of service quality, social media advertisement, electronic word of mouth (E-WOM), online ordering system, and higher accessibility of information, and the dependent variable of consumers’ purchasing behavior was measured with the help of Pearson correlation analysis table 28., display the results of the analysis in Malaysian restaurants. the correlation analysis was primarily conducted to determine the relationship strength between each independent variable and the dependent variable.

Table 28. Pearson’s Correlation Analysis of Variables in Malaysian Restaurants

variables	CPB	EWOM	HAI	SMA	SQU	OOS
Consumers’ Purchasing Behavior	1					
EWOM	.756**	1				
Higher Accessibility Of Information	.756**	.856**	1			
Social Media Advertisement	.785**	.793**	.869**	1		
Service Quality	.769**	.800**	.889**	.906**	1	
Online Ordering System	.824**	.863**	.827**	.793**	.852**	1

** . Correlation is significant at the 0.01 level (2-tailed).

This study employed the rule of thumb establishing that R-value of 0.10, 0.13 and 0.50 indicate low, medium and strong relationship as recommended by Green et al. (1997). On the basis of this rule of thumb, in the case of Malaysian restaurants, all the correlation coefficients in the table 28., are positive and significant. In particular, service quality, social media advertisement, electronic word of mouth (E-WOM), online ordering system, and higher accessibility of information (independent variables), all registered positive and significant relationships with consumers' purchasing behaviour (dependent variable). The findings show that the independent variables all positively correlated at the level of 0.01, with the highest correlation obtained between service quality and social media advertisement ($r=0.906$, $p<0.01$), and the lowest between higher accessibility of information, electronic word of mouth (E-WOM) and consumers' purchasing behavior ($r=0.756$, $p<0.01$).

With regards to the relationships between the independent variables and the dependent variable, the results showed the following: electronic word of mouth (E-WOM) correlated with consumers' purchasing behaviour at ($r=0.756$), higher accessibility of information with consumers' purchasing behaviour at ($r=0.756$), social media advertisement and consumers' purchasing behavior at ($r=0.785$), service quality and consumers' purchasing behavior at ($r=0.769$), and lastly, online ordering system correlated with consumers' purchasing behavior at ($r=0.824$). In sum, all the variables positively correlated with each other in the case Malaysian restaurants.

4.7. Hypothesis Testing Result of Direct Relationship of Variables

The importance of the correlation coefficients (R), the Coefficient of Determination (R²), and finally the Multiple Regression were used to assess the assumptions in the intended model (Beta).

According to the general rule, r values of 0-0.2 are weak, 0.3 to 0.6 are moderate, and 0.7 to 1 are high for the probable correlations that were taken into consideration, which ranged from +1 to -1. (Brace et al., 2000). When determining the percentage of a variable's variation that is predicted by another variable, the coefficient of determination (R²) is utilized. It gauges how well one can extrapolate predictions from a specific model or graph. Finally, the multiple regressions (beta) quantify the strength of the effect of each set of independent predictor variables on the criterion

variable (dependent variable). Multiple regression analysis makes it easy to evaluate ideas and models about how a specific collection of factors affects behavior. In general, multiple regression analyzes the link between a number of factors and a variable, whereas the correlation coefficient (R²) analyzes the relationship between two variables. The coefficient (R²), on the other hand, shows that the relationship between the variables is linear. To establish the correlation coefficients' relevance in the current study, Pearson Correlation Coefficients obtained for variable pairs were used to investigate R. In connection to this, linear regression analysis is used to calculate Beta. The outcomes of the hypothesis testing are shown in Table.29. In line with the idea.

H1: service quality, social media advertisement, E-WOM, online ordering system, and higher accessibility of information a are positively correlated with consumer purchasing behavior in Malaysian restaurants.

Table 29. The Results of the Application of the Regression Service Quality, Social Media Advertisement, E-WOM, Online Ordering System, and Higher Accessibility of Information Direct Positively Correlates with the Consumers' Purchasing Behavior.

Variables	B	T	Sig.	R	R²	F	Sig.
Social media advertisement	.397	6.147	.000	0.852	0.727	212.537	0.00
Online ordering system	.526	9.164	.000				
E*WOM	.385	5.962	.000				
Service quality	.369	6.082	.000				
Higher accessibility of information	.800	23.237	.000				
a. Dependent Variable: consumers' purchasing behavior.							

Based on the results indicated in the table (Table 29.), in the Malaysian restaurants case, there is a statistical direct significant and positive relationship between service quality and consumer purchasing behavior with level of (p =0.05) with T-value (6.082). For the second factor, the results found there is significant and positive relationship between social media advertisement and consumer purchasing behavior with level of (p =0.05) with T-value (6.147). For the third factor, the results found there is significant and positive relationship between E-WOM and consumer purchasing behavior with level of (p =0.05) with T-value (5.962). For the fourth factor, the results found there is significant and positive relationship between online ordering system and

consumer purchasing behavior with level of ($p = 0.05$) with T-value (9.164). For the last and fifth factor, the results found there is significant and positive relationship between higher accessibility of information and consumer purchasing behavior with level of ($p = 0.05$) with T-value (23.237). The results indicate the correlation coefficient (R) to be 0.852, the (R^2) to be 0.727, and the value test (F) to be 212.537. Thus, the hypothesis is accepted.

4.8. Summary of Findings

According to the multiple regression analysis results, the following table 30. summarizes the study findings.

Table 30. Summary of Hypotheses

Hypotheses	Result	
H1	Service quality positively and significantly effects on Consumer Purchasing behavior	Supported
H2	Social Media Advertisement positively and significantly effects on Consumer Purchasing behavior.	Supported
H3	E-WOM positively and significantly effects on Consumer Purchasing behavior	Supported
H4	Online Ordering System positively and significantly effects on Consumer Purchasing behavior.	Supported
H5	Higher Accessibility of Information positively and significantly effects on Consumer Purchasing behavior.	Supported

In sum, all the study hypotheses are supported, confirming the acceptability of the study's proposed model.

4.9. Conclusion

The potential hypotheses discussed in Chapter Three were looked at in this chapter. To carry out pertinent analyses for the study, including frequency tables, descriptive analyses, reliability, and validity, SPSS was used. The proposed model was also demonstrated in this chapter to assess goodness of fit indices and to confirm that service quality, social media advertising, word-of-mouth marketing, online ordering, and greater information accessibility are all positively correlated with consumer

purchasing behavior in Malaysian restaurants. All of the stated hypotheses were supported by the data, which validated the independent factors' effects and the dependent variable of consumer purchasing behavior.

5. DISCUSSION AND CONCLUSION

5.1. Introduction

In the prior chapter, the results for all the hypotheses testing suggested in chapter two was discussed. The obtained results are reviewed in the current chapter in order to attain the thesis objectives in agreement with the five research questions supplied in the first chapter. Based on the obtained results and previous results reported in the literature, the researcher talks about the results in relation to the supporting theories. This chapter additionally presents limitations, contributions, and suggestions for future studies.

5.2. Recapitulation of the Study

The main objective of this study is to keep purchasing behavior of customers at Malaysian restaurants in the city of Johor Bahru. To achieve the objectives can be classified:

To examine effect (service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information) on consumer purchasing behavior. This study has utilized a survey technique in which the sample was selected using probable sampling technology where information can be collected from restaurant consumer through the questionnaire. Thus, 576 questionnaires in English, and Malaya had been distributed, and after that 406 were recovered. The ultimate virtual model has been verified for validity and reliability.

On the basis of hypothesis testing, H1 results were supported. This indicates that consumers in restaurants have good positive perceptions of service quality, and these affect their consumer purchasing behavior. It also supported the results H2, which was also supported by the findings that were obtained confirming the influence that was obtained demonstrating the effect of social media advertisements on consumer purchasing behavior, now we'll move on to H3 The findings demonstrated favorable and statistically significant outcomes, indicating that electronic word of mouth has a constructive influence on the level of purchasing. and also, results were supported H4, this indicates that consumers in restaurants have good positive perceptions of online

ordering systems, and these affect their consumer purchasing behavior. The last hypothesis that was suggested, H5, was also supported by the acquired data, which confirmed the influence of higher accessibility of information on consumer purchasing behavior. These results also supported the last proposed hypothesis that was supported the last proposed hypothesis that was supported by these results.

5.3. The Impact of Factors (Service Quality, Social Media Advertisement, (E-WOM), Online Ordering System, and Higher Accessibility of Information) on Consumers' Purchasing Behavior

The first hypothesis stated that there is an impact between service quality on consumers' purchasing behavior. The first hypothesis, Ramly, Ahmad and Ahmadin, (2003); Marinkovic et al (2014) claimed that there is no direct effect between the quality of service and the purchasing behavior of consumers, but there are other factors besides it, that's because the restaurants cannot solely depend on the quality of food and service to sustain their purchase however it must come together with a nice and comfortable environment design and concept of the restaurants, and consumers are being more particular as the cost of living (including food price) is getting higher.

Based on these studies, WANG and JIANG (2022); Tariq, Najam, Maat and Han (2020); Othman et al (2018) the same hypothesis also suggested that there is an effect between service quality and consumers' purchasing behavior. As the results in this study showed that service quality is an important factor in determining consumers' purchasing behavior with a high percentage ($=0.369$).

Additionally, based on these studies, Deshpande et al., (2019); Sama (2019); Sunderaraj (2018); Sama (2019) stated that the second hypothesis, there is an impact between social media advertisements and consumers' purchasing behavior, And the results of the current study confirm this with a high positive degree of ($= 0.397$).

Similarly, based on these studies, Binnawas, Khalifa and Bhaumik (2020). (Rahmah et al., 2020). Mohamud et al., (2017) as for the third variable in the hypothesis, it was anticipated that electronic word of mouth, like the previous two factors, had an influence on consumers' purchasing behavior, and the outcome of the current study indicated a high positive value ($= 0.385$). This led to the conclusion that the hypothesis was correct.

Concerning the fourth component, online ordering systems, based on these studies, Larios-Gómez et al (2021); Ali et al (2021); Kyowon et al. (2020) there was an effect on consumers' purchasing behavior, and the findings in this current study revealed a high and positive value (= 0.526).

The five and final hypothesis, based on these studies, Brumăet et al. (2020); David (2020); Hilverda et al. (2018); Ler (2014) also suggested that there is an effect between higher accessibility of information and consumers' purchasing behavior, and the results in this current study showed that higher accessibility of information is an important factor in determining consumers' purchasing behavior with a high percentage (= 0.800).

According to the information shown above, the five factors of (service quality, social media advertisement, E-Word of mouth (WOM), online ordering system, and higher accessibility of information) are the most significant predictors on consumer purchasing behavior among Malaysian restaurant in Johor Bahru city in Malaysia.

5.4. Theoretical Contributions

According to the buyer behavior theory acquiring new consumers incurs more expenses than maintaining existing customers does. Researcher discovered that a little rise in the number of purchase consumers leads to a big improvement in the profitability of a firm in the restaurant industry, according to findings (Shoemaker & Lewis, 1999). Consumers' purchasing behavior may be difficult to maintain, as proven by the fact that only a small percentage of businesses succeed in doing so (Wang et al., 2012).

A response to this was undertaken by the researcher, who conducted this thesis in order to propose a consumer decision that may be utilized successfully to build consumer purchasing behavior. Through an investigation of the relationship between service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information, the current thesis contributes to the growing body of research on consumers' purchasing behavior. This association highlights the necessity for more research into whether or not factors promote consumers' purchasing in the restaurant industry.

According to the literature, the five criteria of service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information indicate consumers' overall purchase from restaurants and, as a result, define future connections with those restaurants. The results, which are consistent with the buyer behavior theory and consumer decision that underpins this study, provide credence to the existing literature by showing the beneficial effect of IV on DV. The findings of this study demonstrate that a focus on service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information may lead to increased consumer purchasing. This study helps to add to the existing body of information about the reciprocal benefits of consumer decision, which already exists.

Because of this, by looking at how effects of consumers' purchasing behavior, may get insight into the evolution of ties between the providers of restaurant's services and the consumers of such services. Consumers are known as conscious of their connections with service providers, since this influences their purchasing behavior, according to the findings of the study. The factors are an important predictor of consumers' purchasing in a model of consumers' purchasing behavior and this suggests a substantial addition to the buyer behavior theory and consumer decision.

The current study further adds to buyer behavior theory and consumer decision by demonstrating that consumers' purchasing behavior toward restaurants is essential as a factor of service quality in connection to social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information. The findings also revealed that high-quality service goes hand in hand with establishing consumers' purchasing behavior, which is the ultimate aim of boosting restaurants' consumer numbers. Even though this association has already been proven, further research is required to explore the two structures as part of a single model of the brain.

More importantly, the findings of the study generally suggested that service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information are major factors in determining consumers' purchasing behavior in Malaysian restaurants.

5.5. Managerial Implications

It is recommended that restaurant managers and employees focus on the important elements identified in the study that have been shown to contribute to consumers' purchasing behavior as a result of this study. Instead, restaurants must focus on variables such as service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information in order to achieve consumers' purchasing behavior. They should be conversant with the requirements and expectations of their consumer in terms of the above factors. Restaurant managers and employees can bridge the gap between the quality of their services and their consumers' behavior about their restaurants and their purchasing .

Depending on the managerial viewpoint taken into consideration, the study results might have a number of significant ramifications. The most significant finding is that, in order to accurately measure human behavior in consumers' purchasing, it is necessary to concentrate on the quality of service, since this variable had the biggest effect on the variable (consumers' purchasing). As a consequence of these findings, restaurants' purchasing will soar even higher than before. Promotional marketing and other customer connection methods used by restaurants must be maintained since they help increase consumers' purchasing behavior toward the restaurant. managers should concentrate on enhancing the restaurant's purchasing in order to enhance consumer flow, income, and long-term viability of the business .

This letter also stresses the necessity of creating and sustaining relationships with consumers via activities that foster consumers' purchasing in Malaysian restaurants in Johor Bahru city, as stated in the letter. consumers' purchasing behavior should be improved by taking advantage of the study variables. They should also remember that the benefits of service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information must be enhanced through high-quality interactions – because consumers perceive the benefits offered by competing restaurants as well. Otherwise, they will have difficulty establishing and keeping high-quality connections with their consumers. The findings of this study demonstrate that when consumers are happy with high-quality connections with service providers, they are more likely to remain loyal to such providers in the long run. the quality of a consumer's connection is the most important predictor of the chance that the consumers would seek further contact with the same service provider

(Crosby et al., 1990; Testa, Iovino & Iraldo, 2020). This lends support to the notion that managers should embrace social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information and service quality in order to remain competitive in the marketplace because doing so will allow them to maintain the effectiveness of their offering, which is especially important when offering incentives. More precisely, restaurant service managers may be required to use service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information as a must rather than a sufficient condition for establishing consumers' purchasing behavior according to a recent study.

5.6. Limitations

A research project's strength depends on its capacity to acknowledge its limits. The preceding section described the contributions made by this thesis to the field of marketing literature; nevertheless, these contributions—along with similar contributions—are only useful when their limits are acknowledged. The conclusions of this thesis include flaws, just like those of other studies, and these flaws must be considered when outlining the directions that future study may go. The limits will be described in the paragraphs that follow.

First, this thesis used a limited sample confined during three months. As such, the result may be applicable to customers in this period .

Second, the scope of this study is restricted in terms of the variables included in the study model, which include a variety of factors, including but not limited to service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information. Since the opinions of the respondents are restricted to Malaysian restaurants in the city of Johor Bahru, it is possible that the results are not reflective of the whole interpretation of the major criteria of the restaurant performance across the board for all restaurants. In addition, the level of service provided, service quality, social media advertisements, electronic word of mouth, online ordering systems, and higher accessibility of information are all factors that influence consumers' purchasing behavior from complicated connections, and it may not be possible to summarize them all in a single search because of the large number of variables. The fact that the study model includes variables that are essential

for research is further supported by the fact that many other variables that may affect consumers' purchasing behavior in restaurants (e.g., price, perceived value, reputation, personal touch, perceived excitement) are excluded from consideration in this study model.

5.7. Recommendations for Further Research

In light of the aforementioned constraints, further empirical research is required to expand the study's scope. To improve the reliability of the results and make up for the shortcomings of the study, the previously conducted research framework might be extended and broadened. It is possible to apply the study components in a range of tourist businesses, from hotels to different restaurants, to assess how they affect consumers' purchasing and buying.

Through the use of a new approach in future investigations, it is possible to get a deeper grasp of the thesis structures. Future study may, for example, explore the function of service quality in a variety of purchasing behavior to evaluate it or not the findings can be applied to other high-end service providers. Future research may compare premium services to other services to see if there are any variations, since the service quality may play a significant impact on the decision to buy when pricing is the primary factor in the decision. Furthermore, when findings are examined through the eyes of different cultural groups, they may vary. Therefore, future studies should include to determine whether or not unique clients behave the same way all across the world, cross-cultural study is being conducted.

The writers of Jeaheng, Al-Ansi and Han (2020) emphasized the significance of cultural differences in the relationships between consumers and food businesses as a crucial issue. For global service companies that serve a wide range of consumers in their worldwide operations, this is a crucial issue. Additionally, it may be worthwhile to investigate the differences between food institutions, as outlined above. An effective relationship marketing campaign was shown in the study model, but many additional areas might be studied in the future.

While this study only looked at Malaysian restaurants, future studies might look at all of the different restaurant's and compare the results. The use of closed-ended questions in the questionnaire, as previously stated, is one of the study's limitations, as

a result. As was previously said, open-ended questions might be included in future study in order to give channels via which respondents could freely express their ideas and comments in the interest of enhancing the study results. In the last portion of the survey, respondents are prompted to provide their feedback and suggestions to guarantee that the questionnaires used in future study are of the best possible quality. In addition, even though the proper variance has been accounted for consumers' purchasing behavior, other determinant factors, such as personal touch, have been shown in earlier research to be significant (Bin Azinuddin, 2019) price, perceived value, and reputation (Novita & Husna, 2020). Among others, may be included in the model to provide a more in-depth and complete explanation of the variables.

To evaluate the moderating effects that exist between the components, it has been proposed that future research consider both the direct and indirect effects of the factors on one another. Additionally, the current study only looked at the perspective of the customer. To further comprehend the suppliers' perspective in Malaysian restaurants, future research may analyze these aspects from the standpoint of restaurateurs. Last but not least, future research may wish to look at how consumers' purchasing behavior in the restaurant business is affected by emotional aspects including personal touch, perceived excitement, and enjoyment (Kumar et al., 2020).

5.8. Conclusion

In conclusion, the hypotheses suggested in this study are shown to be valid. consumer purchasing behavior was shown to be favorably affected by service quality, suggesting that social media advertisements the views of restaurant consumers would result in them showing higher purchasing from the restaurants and influencing their buying behavior toward the restaurant in question. Mass media and social networking sites are more effective in attracting consumers' attention to new companies, services, or goods. Additionally, the recent study found that social networking sites are more credible than commercials and other forms of mass media marketing.

Additionally, before visiting a certain restaurant or placing an order online, customers evaluate suggestions from friends (E-WOM). Additionally, the usage of several marketing platforms by restaurants causes confusion due to outdated or nonexistent information. It will eventually result in conflicting viewpoints while

selecting a certain eatery. It is certain that customers listen to opinions of others even when they don't access the restaurants' advertising channels. Therefore, restaurants should target customers from various demographics in their marketing plans. To enhance customers' purchase intents, restaurants could also promote a product's distinctive qualities and update the online ordering experience.

confirming earlier findings that customer purchase behavior in Malaysian restaurants is positively impacted by the quality of restaurant services. Relationship marketing's core principles and methods are based on the actual advantages that customers and service providers gain from their interactions. Through this, it is intended to increase customer sales. On the other hand, building genuine connections is a significant challenge. This thesis, a significant contribution to the field of relationship marketing, examines consumer perceptions of their relationship with Malaysian restaurants in Johor Bahru.

By providing data to confirm previous findings in specific instances involving Malaysian restaurants in Johor Bahru, the purpose of this study is to fill a need in the existing marketing literature. Previous studies have shown significant links between service quality and a consumer's purchasing devotion to its restaurants. According to the findings of this study, restaurant service managers should prioritise analysing the relationship between consumer purchasing behavior and (service quality, social media advertisements E-WOM, online ordering systems, and higher accessibility of information) .To put it another way, if Malaysian consumers have a positive connection with the service quality, social media advertisements, E-WOM, online ordering systems, and higher accessibility of information of a restaurant, they are more likely to continue purchasing from that restaurant.

In conclusion, the present research makes a significant contribution to a better understanding of relationship marketing in the context of consumers' purchasing behavior of Malaysian restaurants in Johor Bahru city, where the primary variables in the study are (service quality, service quality, social media advertisements E-WOM, online ordering systems, and higher accessibility of information).

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LIST OF TABLES

Table 1.	Percentage Change for Subgroup Food & Non-Alcoholic Beverages.....	28
Table 2.	Industry Sector Key Information in Malaysia.....	29
Table 3.	Consumer Behavior Definition	33
Table 4.	Consumer Purchasing Behavior Definition.	34
Table 5.	The Differences Between WOM and E-WOM.....	46
Table 6.	Social Media Advertisement Effects on Consumer Purchasing Behavior..	62
Table 7.	Johor Bahru population	73
Table 8.	Sample Size Calculation.	74
Table 9.	The Five Likert.....	79
Table 10.	Consumers' Purchasing Behavior Items.....	79
Table 11.	Service Quality Items.....	80
Table 12.	Social Media Advertisement Items.	80
Table 13.	(E-WOM) Items.	81
Table 14.	Online Ordering System Items.....	82
Table 15.	Higher Accessibility of Information items.....	82
Table 16.	Summary of Reliability Coefficient.	83
Table 17.	Summary of Descriptive Analysis	84
Table 18.	Summary of Questionnaires Distributed.....	86
Table 19.	Frequency and Percentage of Demographic Information	87
Table 20.	The Stability of the Instrument Cronbach's Alpha for the Variables in Malaysian Restaurants	89
Table 21.	KMO and Bartlett's test.....	90
Table 22.	Results for Consumers' Purchasing Behavior.....	91
Table 23.	Results for Electronic Word of Mouth (E-WOM)	91
Table 24.	Results for Higher Accessibility of Information.....	91
Table 25.	Results for Social Media Advertisement.....	92
Table 26.	Results for Online Ordering System	92
Table 27.	Results for Service Quality	93
Table 28.	Pearson's Correlation Analysis of Variables in Malaysian Restaurants.....	93

Table 29. The Results of the Application of the Regression Service Quality, Social Media Advertisement, E-WOM, Online Ordering System, and Higher Accessibility of Information Direct Positively Correlates with the Consumers' Purchasing Behavior.....	95
Table 30. Summary of Hypotheses	96

LIST OF FIGURES

Figure 1. Map of Johor City.....	32
Figure 2. Malaysia Online Delivery ,2015-2025 (USD Million).....	48
Figure 3. Information Sources Used by Tourists in Restaurant Selection /*Source: Adapted from (Yilmaz & Gultekin 2016).	51
Figure 4. Cognitive Models of Consumer Behavior	53
Figure 5. Major components of the Theory of Buyer Behavior *Source: Adapted (Loudon & Della Bitta, 1993)	54
Figure 6. Perceptual constructs /*Source: (Howard & Sheth, 1969; Loudon & Della Bitta, 1993).....	55
Figure 7. Consumer Decision Model /*Source: (Blackwell & Miniard <i>et al.</i> , 2001).57	
Figure 8. Research Conceptual Model.....	70

APPENDIX

Questionnaires



Dear Respondents,

You are invited to participate in this survey about ***THE EFFECT OF FACTORS ON CONSUMERS' PURCHASING BEHAVIOR IN MALAYSIAN RESTAURANTS INDUSTRY (A FIELD STUDY IN JOHOR BAHRU CITY)*** This study is the fulfillment of completing my Master of Business Administration from Karabük University, I would appreciate it if you could spare some time and think about completing the survey. I hope that you would co-operate in completing the questionnaire to the best of your ability. This questionnaire consists of seven parts/sections. Part one consists of questions about your demographic profile; continue with part two about CONSUMERS' PURCHASING BEHAVIOUR, the third part is about SERVICE QUALITY, the fourth part is SOCIAL MEDIA ADVERTISMENT, the fifth part is about ELECTRONIC WORD OF MOUTH, the sixth part is about ONLINE ORDERING SYSTEM, and seventh part is about HIGHER ACCESSIBILITY OF INFORMATION.

All information provided in this survey will no means reflect the identity of the participants. It will be kept strictly confidential and will be used merely for academic purposes.

Thank You

Rahima jaffar

Post Graduate Student -UNIKA-

Karabük Üniversitesi

Section A PERSONAL INFORMATION

Please tick all that apply ✓

Age

20-25 <input type="radio"/>	26-30 <input type="radio"/>	31-35 <input type="radio"/>	36-40 <input type="radio"/>	41& above <input type="radio"/>
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Gender

Male <input type="radio"/>	Female <input type="radio"/>
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Academic Qualification

Diploma <input type="radio"/>	Undergraduate <input type="radio"/> (Degree)	Postgraduate <input type="radio"/> (Masters/ PhD)	Others <input type="radio"/>
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Monthly Income (RM)

Less than 3,000 <input type="radio"/>	3,001- 4,000 <input type="radio"/>	4,001- 5,000 <input type="radio"/>	5,001 or above <input type="radio"/>
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Your Ethnic Origin

Malay <input type="radio"/>	Chinese <input type="radio"/>	Indian <input type="radio"/>	Others <input type="radio"/>
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Do you use social media to review the restaurant's menu items?

Yes <input type="radio"/>	No <input type="radio"/>
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Does social media trigger you to visit a particular restaurant?

Yes <input type="radio"/>	No <input type="radio"/>
---------------------------	--------------------------

Do you find advertisements on mass media are still attractive?

Yes <input type="radio"/>	No <input type="radio"/>
---------------------------	--------------------------

Which of the following social media sites are you using daily?

Social Networking Sites (e.g. Facebook).	<input type="radio"/>
Microblogging (e.g. Twitter).	<input type="radio"/>
Blogs/ Forums.	<input type="radio"/>
Social Bookmarking Sites/ Social News (e.g. Reddit, Digg).	<input type="radio"/>
Photo & Video Sharing Sites (e.g. Flickr, Youtube).	<input type="radio"/>

Time (approx.) spent on social media sites per week

0 hour <input type="radio"/>	1-3 hours <input type="radio"/>	4-6 hours <input type="radio"/>	7-9 hours <input type="radio"/>	10 hours <input type="radio"/> more
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How often do you eat in restaurants?

Daily <input type="radio"/>	Few times a week <input type="radio"/>	Few times a month <input type="radio"/>	Few Times a year <input type="radio"/>
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How often do you visit this restaurant?

Daily <input type="radio"/>	Few times a week <input type="radio"/>	Few times a month <input type="radio"/>	Few Times a year <input type="radio"/>
-----------------------------	--	---	--

Section B (CONSUMERS' PURCHASING BEHAVIOUR)

No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	The interactive promotion of the restaurant through the social media influences consumer purchase decision.					
2	Food promotion reminder through the social media influence consumer purchase decision.					
3	Advertising appeal of restaurant promotions through the technology influence consumer purchase decision.					
4	Restaurant using technology gives a new dining experience to consumer.					

Section C (SERVICE QUALITY)

No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	A prompt and quick service is provided.					
2	Employees helping to maintain speed and quality of services.					
3	To consider service quality superior to similar class and category of restaurants.					
4	The Malaysian restaurant serves food exactly as I ordered it.					
5	The Malaysian restaurant provides prompt and quick service.					
6	The Malaysian restaurant has employees who can answer my questions well.					

Section D (Social Media Advertisement)

No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Do you search for related information on social media before a purchase.					
2	Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services.					
3	Do you agree that social media has provided more effective platforms for new products/services/brands to draw consumers' attention than mass media channels?					
4	Do you agree that advertisements/reviews/ blog posts etc. have higher credibility than advertisements/editorials/ other marketing means on mass media					
5	Do you rely on information available on social media if you have uncertainties regarding a purchase?					
6	Is it easy to access the restaurant interactive menu through social media?					
7	Are you likely to share comments/reviews/blog posts/related articles etc. to peers or friends via social media after a visit to the restaurant?					
8	The visual appearance of an interactive menu in social media is attractive.					
9	The social media make it easier to check menu variety (e.g. healthy menu, halal menu, etc.) offered in the restaurant.					
10	The beverage (e.g. hot drinks, cocktails, mocktails, etc.) feature in the social media is very useful.					
11	The social media interactive menu attracts me to try the restaurant.					
12	Do you agree that feedbacks (reviews/comments/posts and so on) on social media affect your purchase?					
13	Do you agree that social media provides an effective and powerful platform for consumers to communicate with each other and with the companies?					
14	Do you think that social media makes your decision making more complex?					

Section E (ELECTRONIC WORD OF MOUTH (E-WOM))

No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I recommend casual dining restaurants in Johor Bahru City to my acquaintances or relatives because of the good service.					
2	I recommend casual dining restaurants in Johor Bahru City to my acquaintances or relatives because the quality of the food and drinks served is good.					
3	I recommend casual dining restaurants in Johor Bahru City to my acquaintances or relatives because of the pleasant atmosphere.					
4	I say positive things about the restaurant to those around me.					
5	I encourage those around me to visit this restaurant.					
6	I recommend the restaurant to other people.					

Section F_(ONLINE ORDERING SYSTEM)

No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Social media help me to order online.					
2	The restaurant online system helps me to locate the restaurant.					
3	The social media helps to check the reservation availability for online booking.					

Section G (HIGHER ACCESSIBILITY OF INFORMATION)

No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Do you think that with the social media sites, you are able to seek out products/services information initiatively (actively)?					
2	Do you have prejudgement (positive/negative) towards a particular product and/or service before an actual consumption?					
3	Do you tend to seek out information that is consistent with your initial opinion/preference for a purchase?					
4	Do you agree that information searching is easier via social media compared to mass media (e.g. TV, radio, newspaper, and so on)?					
5	Do you change your initial preference after searching relevant information via social media sites?					
6	Are you likely to change your attitude towards a certain restaurant after you have read positive comments/reviews/online articles etc. about it?					
7	Are you likely to share comments/reviews/blog posts/related articles etc. to peers or friends via social media after a visit to the restaurant?					

Appendix B

Summary studies of Factors online information search

Researchers / Year	Personal Factors	Product Factors	Information Utility	Context	Area of study
Punj and Staelin (1983)	•			automobile	Prior information, Prior memory structure, Cost of External Search, Desire to seek information, and Effectiveness of search
Schaefer et al (2015)	•			Perception of brands	Personal involvement, the length of search behavior
Al-Maskari and Sanderson (2011)	•			User Characteristics and search effectiveness	search experience and cognitive skills
Park and Kim (2010)	•			Preparing for trips	Experience, knowledge, Involvement and Specialisation concept
Mourali, Laroche, and Pons (2005)	•			Antecedents of consumer relative preference for interpersonal information search	Consumers' susceptibility, self-confident, product knowledge, perceived risk, need for cognition
Chevalier, Dommès and Marquié (2015)	•			search activities on the Internet	Effects of age on strategy and accuracy during information search
Gursoy and McCleary (2004)	•			Tourists' purchase decision involvement and their information search behaviors	External environment, individual influence, demographic characteristics, trip characteristics, trip outcome and destination perception
Filieri and McLeay (2014)	•			eWOM and Accommodation	The influence that different quality of information have on Italian travellers information adoption
Sanchiz et al. (2017)	•			Individual differences in information search behavior	The relationship between information search effort and individual factors (e.g., optimum stimulation, consumer self-confidence, motivation to search) of Indian customers
Gursoy and McCleary (2004)	•			travellers	Prior knowledge (familiarity and expert) SEM

Sanchiz et al. (2017)	•	•		health domain and Japanese comic books	Age, prior knowledge, cognitive abilities in performance, query production, and navigation strategies
Chen et al. (2016)	•	•		personal characteristics related to online brand information search	Consumers with high and low susceptibility
Joshi and Rahman (2015)			•	Green product	Individual factors, emotions, habits, perceived consumer effectiveness, perceived behavior control, values and personal norm, trust, knowledge, other individual factors, situational factors, price, product availability, product attributes and quality, store related attributes, brand image, eco labelling and certification, other situational factors
Yeh et al. (2010)	•	•			Demographic characteristics, consumer profiles of lifestyle, product involvement and perceived value of information
Enneking, Neumann, and Henneberg (2007)	•	•		Choice-based conjoint experiment	Intrinsic attributes, extrinsic attributes, and consumer characteristics
Money and Crofts (2003)	•	•		International travel vacation	Uncertain avoidance, product characteristics, size of product
Lien et al. (2015)	•	•		Online hotel booking	Brand image, perceived price, trust, value, and purchase behavior
Auger et al (2010)	•	•		Multi-country comparison	Social product attributes and consumer purchasing decision
Rieh (2002)	•		•	Research, travel, medicine, and computer	Judgment of information quality and cognitive authority, characteristics of information objects, characteristics of sources, knowledge, situation, ranking in search output, and general assumption (contents and samples)
Sussman and Siegal (2003)	•		•	E-mail messages	Information influence Information usefulness and knowledge adoption
Lu and Chang (2014)			•	Cross-cultural travellers	Information sources (e.g., the Internet, advertisement boxes, advertisement on bus, TV, Radio, leaflet)
Rieh, and Danielson, (2007))			•	Information quality and cognitive authority	Source, content, format, presentation, currency, accuracy, and speed of loading
Smith (1991)			•	Visual and verbal advertising	Information on consumers inferences
Govers and Go (2005)			•	Identity of destination	Photo graphic imagery and narrative in destination image online
Kim and Lennon (2008)			•	Visual and verbal formats	Different product presentation formats influence consumer attitudes toward

					product and purchase behaviors in internet shopping
Chung, & Buhalis, (2008).			•	eWOM and information adoption model	Factors encourages information adoption in online virtual opinion platform about food and restaurant in Hong Kong
Lee and Tussyadiah (2016)			•	Textual and visual information in eWOM	Understand the important role of visual information in eWOM between travel-related information search and diffusion by online users
Jeong and Koo (2015)			•	Online review (E-WOM) Consumer judgment for message and product	Online reviews (Objective negative information, Objective positive information, Subjective negative information, Subjective positive information), Website Types (consumer generated and marketer generated), and consumer judgement (massage usefulness, attitude, and behavior to purchase)
Chung and Koo (2015)			•	the users of new social media and travel information search	Value maximization of benefit and sacrifices for new technology
Hussain et al. (2017)			•	Different regions of the People's Republic of China	Source credibility of eWOM, perceived risk, argument quality, information usefulness, information adoption
Ismagilova et al. (2020)			•	Characteristics of source credibility of eWOM on consumer behavior	The influence of source credibility, source expertise, source trustworthiness, and source homophily on eWOM usefulness and credibility, behavior to purchase, and information adoption

CURRICULUM VITAE

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