

The role of E-WoM in mediating the influence of perceived value and service quality on repurchase intention in fine dining restaurants

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ABSTRACT

This research aims to analyze and test the role of Electronic Word of Mouth (E-WoM) as a mediating variable in the relationship between service quality and perceived value on repurchase intention in fine dining restaurants. This study uses a quantitative approach, where data is obtained by distributing questionnaires online and the number of samples that were successfully collected and analyzed was 190 people. Data analysis was carried out using Structural Equation Modeling - Partial Least Square (SEM-PLS). The results of the study indicate that perceived value and service quality have a positive effect on repurchase intention both directly and indirectly through mediation, namely E-WoM. E-WoM as a mediation also plays a significant role in building people repurchase intentions as well as being an effective means of strengthening the perception of value and quality of fine dining restaurants services.

1. INTRODUCTION

Nowadays, restaurants have experienced many developments that have changed the perspective of most people regarding food itself (Nugroho et al., 2019). In the past, restaurants were only known as a place to serve and provide food and drinks, but nowadays, many restaurants are built with many innovations and attractions so that the expectations of their consumers can be met/achieved (Nafarin & Oktavio, 2021). One type of restaurant that is currently visited by the public is a fine dining restaurant. This type of restaurant has been recognized as a place to eat that is more unique, sophisticated, and luxurious than other types of restaurants. Fine dining restaurant is a type of restaurant that offers high quality food and beverages with excellent service standards. The thing that is sold/emphasized in this type of restaurant is a luxurious and exclusive customer experience. The service provided is certainly

more detailed and formal than other restaurants, where they pay attention to all aspects such as the selection of ingredients, food presentation, and the architecture and atmosphere of the restaurant to provide a unique experience for each customer. The food and beverage industry in Indonesia has grown very rapidly (Hanggraito, 2021; Hendra et al., 2021). Businesses in this category show good development because there are many businesses that appear in this category and are divided into several variations which include cafes, restaurant franchises, fine dining restaurants, and so on (Basera et al., 2022). Currently, business competition in the restaurant business is quite tight and competitive so that each business actor must be able to have their own values and advantages in order to provide added value to consumers (Batyrbek & Chisbiyah, 2025). This intense competition also affects consumer behaviour which makes them more selective about the brand they will choose. Business in this category is a great opportunity for each business actor because generally food is a basic need needed by everyone (Nugroho et al., 2019). The restaurant business is also one of the businesses that is easily carried out by the community, because it can encourage the welfare of the community in terms of the economy because of the ease of the business (Amalia & Syaipudin, 2018).

However, although many restaurants are growing, especially in Surabaya, this does not deny that there are also many other restaurants that are permanently closed due to the inability of the restaurant to provide sufficiently attractive value to consumers and compete with other competitors (Susanto et al., 2021). Then, the closed restaurants are also caused by their lack of ability to retain and expand their customers, making the restaurant experience a significant decline in sales for a long time and eventually bankruptcy. This change in consumer behaviour is a challenge for restaurant businesses because consumers are becoming more critical in making purchasing decisions (Cheng et al., 2023). In the past, they only made prices as a benchmark for making repeat purchases, but now consumers will repurchase if there are considerations from several other triggers, such as perceived value, service quality and E-WoM. Nathalia & Indriyanti (2022) define E-WoM as a form of word of mouth that is carried out using electronic media so that every customer can find out information about a product. Wang et al. (2021) state that the feelings that individuals like or dislike towards certain behaviour or ideas. Fine dining is known as a restaurant that provides food with a relatively high price, which certainly has its own challenges in maintaining its business continuity. The challenge lies in the ability of restaurant operators to maintain each customer to repurchase again after their first arrival. This is related to the phenomenon related to changes in consumer behaviour. Changes in consumer behavior in the fine dining restaurant industry in Indonesia reflect a significant shift from merely functional needs to more complex emotional and social experiences. Consumers are now looking for not only quality food but also experiences that can enhance social status and provide memorable memories.

According to research by Brown et al. (2018), factors such as food quality, service, and restaurant atmosphere play an important role in shaping consumer hedonic brand loyalty in Indonesian fine dining restaurants. This study shows that consumers who feel emotionally and socially satisfied are more likely to return and recommend the restaurant to others. Furthermore, a study by Nurwitasari & Hendrayati (2024) highlighted the importance of sensory marketing in increasing customer satisfaction in Indonesian fine dining restaurants. The use of sensory elements such as aroma, taste, texture, and attractive food presentation can create a unique dining experience and increase the value perceived by consumers. In addition, research by Jessica (2015) showed that consumers in fine dining restaurants have a higher perception of tipping as a form of appreciation for the service provided. This reflects that consumers value service quality and feel appreciated, which in turn increases satisfaction and the likelihood of repeat visits. In this context, fine dining restaurants need to understand that today's consumers are looking for more than just delicious food; they want an experience that touches their emotions and fulfills their social needs. By focusing on the overall quality of the experience, restaurants can build customer loyalty and create long-term, mutually beneficial relationships.

Fine dining restaurants are expected to provide an experience that does not only focus on the deliciousness of the food. The dishes served use high-quality ingredients, with sophisticated cooking techniques and presentation that is very carefully considered. The atmosphere of a fine dining restaurant is usually designed with an elegant feel, usually decorated with soft lighting, luxurious decorations, and neat and polite table settings. Fine dining restaurants have more value than other types of restaurants so that they can differentiate them from ordinary restaurants. Generally, this restaurant focuses on high quality and exclusivity which makes it unique. Fine dining restaurants not only focus on the taste of the food, but also on how the food is served, how the restaurant is designed, and how the service is provided to customers (Jessica, 2015). According to Nurwitasari & Hendrayati (2024), the concept of a fine dining restaurant in Indonesia includes three main elements: food quality, restaurant atmosphere, and service. From each aspect that is the added value of the Fine Dining Restaurant itself, finally this type of restaurant has the opportunity for consumers to feel the value that refers to their perception of the benefits obtained compared to the costs incurred.

Social media plays an important role in maintaining business continuity. It has become the most effective and fastest marketing medium to customers in the current era. Rapid changes in digitalization have brought many changes, where today word of mouth, which was once known as one of the effective promotional media, has turned into a new / digital version, namely E-WoM. Word of Mouth has a tremendous impact on people's behaviour and their decision making (Kim et al., 2016). E-WoM is an online promotional media that is currently

created in the form of comments, images, and videos where customers leave reviews/comments on existing social media platforms such as Instagram, Facebook, and other social media networks. Social media such as Instagram and Facebook are powerful channels for sharing information and user-generated content on social media is one of the main determinants of decision-making for certain individuals (Tanford et al., 2020). Kaihatu et al. (2024) mention that in a digital environment full of competition, platforms must continue to improve their quality, innovation and added value in order to significantly influence performance

Fine dining restaurant also refers to a formal dining style to each customer. The luxury concept offered to support the customer experience is not only seen from the interior but also from the tableware used, staff service, and the type of dishes served. The unique impression of fine dining restaurant also exists in the appearance of waiters who use formal uniforms to welcome customers who come. The quality of staff in providing service sequences can affect the first impression of guests, especially fine dining restaurants (Amelia & Garg, 2016). In staff recruitment, proper training is also needed for the staff especially since they are the most important publicity asset in the restaurant business. The main advantage in the service sequence in fine dining restaurants is the provision of more intimate and personalized services to each guest so that it can increase their perceived value when coming to this type of restaurant. In providing this personalized service, of course, each staff has been specially trained to provide an extraordinary experience to guests such as explaining the menu in detail, providing wine recommendations that match the food, and so on.

Njite et al. (2008) state that one of the factors that influence consumers to make repeat visits (repurchase intention) is due to the level of satisfaction felt by consumers on their first visit. During a visit and purchase at a restaurant, consumers will make an assessment regarding the fulfilment of their expectations which ultimately creates a satisfaction when they come to the restaurant. It is also stated that satisfaction is formed when consumer expectations are met, while if they are not met, consumers feel disappointed. Customer satisfaction, which is a result of perceived value and service quality, is the basis for evaluating repurchase intention. This information may be utilized by restaurant management to continuously enhance services and raise customer repurchase. According to Malbasa (2018), understanding what clients want from a fine dining establishment is crucial since, despite a restaurant's excellent social media promotion, if the initial product or service does not satisfy the expectations of the customer, they will not return. Customer relationship is the most important factor, after that employee competence, comfort, ambience, and price (Njite et al., 2008).

Based on the description above, the purpose of this research is to find out how much influence is given significantly from perceived value and service quality through E-WoM media

on the opportunity for consumers/people to repurchase at several fine dining restaurants, precisely in the city of Surabaya.

2. METHODOLOGY

The method used in this study is a quantitative method in order to measure the correlation between factors. Sampling was done using purposive sampling technique. Lenaini (2021) defines purposive sampling as a non-random sampling method in which the researcher ensures that the quotation of illustrations uses a method by determining a special identity that matches the research objectives so that it is expected to respond to the research problem correctly. Sampling that matches the research under study has a great chance of providing accurate results (Lenaini, 2021).

Some of the advantages of using purposive sampling that can facilitate researchers are first, the selected sample is a sample that matches the research objectives. Second, this technique is an easy technique to carry out. Third, the selected sample is a person who is easy for researchers to meet. The questionnaire was created using Google Form and distributed online. To achieve this, this study has specific criteria for respondents, namely: (1) people who live in the Surabaya city area, (2) those who have visited three fine dining restaurants, more than once in January to June 2024. (3) those people who have received personalized service from fine dining restaurant staff Data collection will be carried out for 3 months, starting from January to March 2025.

The number of respondents to be used in this study is 190 people. This is supported by Memon et al. (2020) statement which states that the sample size in quantitative research is recommended to be at least 100 to obtain valid results because the precision of model predictions on data can increase as the sample size increases. Respondents were collected and analyzed using the PLS-SEM method. This analysis method is an approach that uses prediction in estimating statistical models. Analysis using this method is also used to minimize errors and optimize the variables that have been used (Chinnaraju, 2025).

The questionnaire was divided into respondent profiles, screening questions, and the proposed dimension statements in the model. Respondents are expected to rate the dimensions using a 5-point Likert scale, indicating their agreement with the statements that have been written. After that, evaluate the measurement model with indicator reliability to ensure whether all indicators used have a load on the measured variables. Then, using bootstrapping to test the statistical significance and hypotheses that have been set. Finally, the results of the analysis will be explained with theoretical and practical implications, as well as the limitations of the study. The software used in this research is SmartPLS.

3. RESULTS AND DISCUSSION

In this study, the respondents who filled out the questionnaire were people who had met the requirements in our study, namely those who had visited one of the fine dining restaurants in Indonesia at least once. The total number of respondents who filled out was 190 people. In the results of this study, 74% were women and 26% were men. Most of the respondents, namely 88% were aged 17-24 years, 9% were in the age range of 25-32 years, 1% were in the age range of 33-40 years, and 2% were in the range of 41-48 years. In terms of work, most of them are students and the rest work as hoteliers, lecturers, entrepreneurs, and private employees. The following is the image result of the PLS model which was tested on the outer model evaluation.

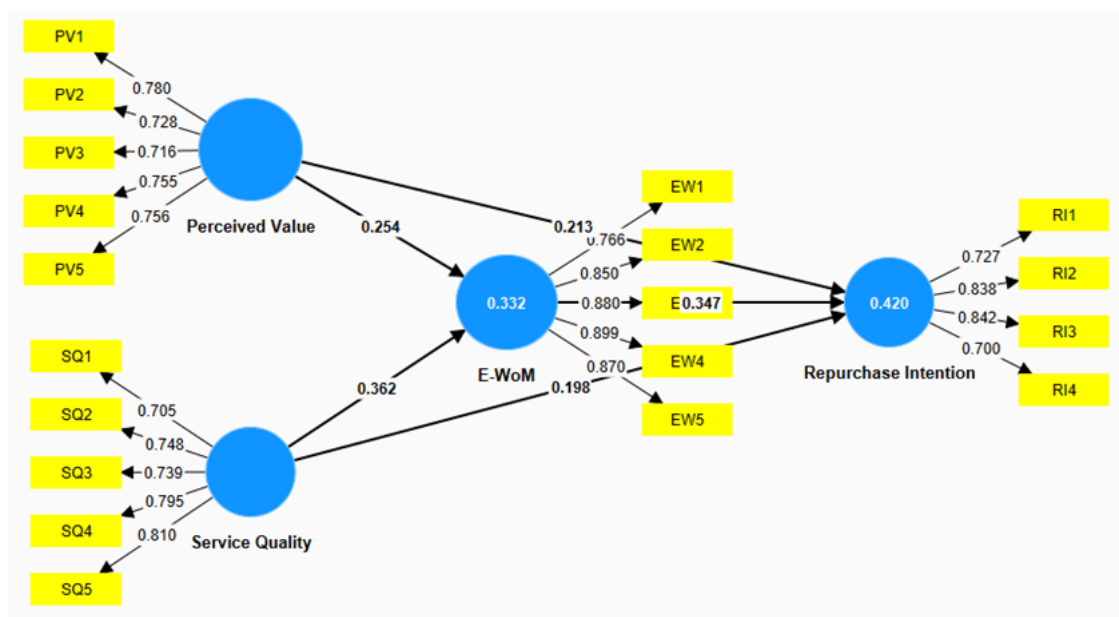


Figure 1. Result of PLS Model
Source: Research Data (2025)

Outer Model Evaluation

Evaluation of the outer model aims to assess the validity and reliability of the model. Hair & Alamer (2022) stated that the validity and reliability tests in the structural equation model were carried out through the PLS Algorithm process using SmartPLS software. Based on the results obtained from the diagram, it shows that the outer loading values of all indicators are above 0.70. This value indicates that the indicators used are declared valid. Generally, an indicator is considered valid if it has a loading factor value > 0.70 . Based on these results, and referring to the next table which displays the outer loading values, it can be concluded that all statement items in this study meet the validity criteria, so they are worthy of being continued to the next testing stage (Hair & Alamer, 2022).

Convergent Validity

The first evaluation conducted in this study was to assess the suitability of the external model, which can be evaluated using the concept of convergent validity. At this evaluation stage, an indicator is declared to have a high level of validity or meets convergent validity when the outer loadings value is > 0.7 .

Table 1. Outer Loadings

Construct	Items	Outer Loading
Perceived Value	PV1	0.780
	PV2	0.728
	PV3	0.716
	PV4	0.755
	PV5	0.756
Service Quality	SQ1	0.705
	SQ2	0.748
	SQ3	0.739
	SQ4	0.795
	SQ5	0.810
Repurchase Intention	RI1	0.727
	RI2	0.838
	RI3	0.842
	RI4	0.700
Electronic Word of Mouth	EW1	0.766
	EW2	0.850
	EW3	0.880
	EW4	0.899
	EW5	0.870

Source: Research Data (2025)

Based on the results of the analysis that has been done, the measured indicators can be said to meet the criteria of convergent validity because the outer loadings value shows a number greater than 0.7. This measurement process produces outer loadings values for each variable that includes perceived value, service quality, repurchase intention, and E-WoM. Hair et al. (2022) explained that the factor loadings on the indicators in the PLS-SEM model should be greater than 0.7 to indicate that the indicator has a significant influence on the construct being measured.

Average Variance Extracted (AVE) Measurement

Another way to check validity is by using SmartPLS, by looking at the Average Variance Extracted (AVE) values. If each variable in a reflective construct has an AVE > 0.5 , that means they have good convergent validity. Hair et al. (2022) explained that an AVE value greater than 0.5 indicates that more than 50% of the indicator variance can be explained by the construct, which means that the construct has good convergent validity and is an important

criterion in evaluating the measurement model in PLS-SEM. In this study, the AVE values we found are as follows:

Table 2. AVE

	Average Variance Extracted (AVE)
E-WoM	0.729
Perceived Value	0.558
Repurchase Intention	0.607
Service Quality	0.578

Source: Research Data (2025)

Reliability

The result of convergent validity is by evaluating the Composite Reliability, in which values that are >0.7 are considered reliable. In this study, the composite reliability we found are as follows:

Table 3. Reliability

	Composite Reliability
E-WoM	0.931
Perceived Value	0.863
Repurchase Intention	0.860
Service Quality	0.872

Source: Research Data (2025)

Cronbach's Alpha

The result of convergent validity is by evaluating the Cronbach's Alpha, in which values that are >0.7 are considered reliable. Hair et al. (2022) explained that a Composite Reliability (CR) value greater than 0.7 indicates that the construct being measured is reliable. Likewise, with Cronbach's Alpha, which is considered quite reliable if its value is greater than 0.7. If the CR or Cronbach's Alpha value is lower, then the indicators are considered less consistent. In this study, the Cronbach's alpha we found are as follows:

Table 4. Cronbach's Alpha

	Cronbach's Alpha
E-WoM	0.906
Perceived Value	0.803
Repurchase Intention	0.782
Service Quality	0.818

Source: Research Data (2025)

Hypothesis Testing

In this test we use bootstrapping to test the significance between variables in the research model. There are 2 aspects that determine whether the independent and dependent variables

have a significant relationship, namely t-statistic and p value. Hair et al. (2022) explained that to test the significance of the hypothesis in PLS-SEM, a t-statistic value greater than 1.96 and a p-value less than 0.05 indicate that the relationship between variables in the structural model is significant. A t-statistic greater than 1.96 means that the relationship between variables has a sufficient level of significance to be accepted. In this hypothesis testing, the results are explained below:

Table 5. Hypothesis Testing

	Original Sample (O)	P Values	T-statistics
E-Wom → Repurchase Intention	0.357	0.000	5.398
Perceived Value → E-Wom	0.256	0.002	3.164
Perceived Value → Repurchase Intention	0.195	0.025	2.240
Service Quality → E-Wom	0.349	0.000	4.286
Service Quality → Repurchase Intention	0.198	0.018	2.369
Perceived Value → E-WoM → Repurchase Intention	0.088	0.005	2.812
Service Quality → E-WoM → Repurchase Intention	0.126	0.001	3.180

Source: Research Data (2025)

The T-statistic for E-Wom shows a significant and positive influence on Repurchase Intention, with a statistical value of 5.174. The result value is proven to be above 1.96, and the P-Values result is 0.000, which is less than 0.05. The result shows that in this research, E-Wom has a significant positive contribution to Repurchase Intention, so this concludes that the hypothesis is accepted (H1 accepted).

The T-statistic for Perceived Value shows a significant and positive influence on E-Wom, with a statistical value of 3.244. The result value is proven to be above 1.96, and the P-Values result is 0.001, which is less than 0.05. The result shows that in this research, Perceived Value has a significant positive contribution to E-Wom, so this concludes that the hypothesis is accepted (H2 accepted).

The T-statistic for Perceived Value shows a significant and positive influence on Repurchase Intention with a statistical value of 2.440. The result value is proven to be above 1.96, and the P-Values result is 0.015, which is less than 0.05. The result shows that in this research, Perceived Value has a significant positive contribution to Repurchase Intention, so this concludes that the hypothesis is accepted (H3 accepted).

The T-statistic for Service Quality shows a significant and positive influence on E-Wom, with a statistical value of 4.631. The result value is proven to be above 1.96, and the P-Values result is 0.000, which is less than 0.05. The result shows that in this research, Service Quality has a significant positive contribution to E-Wom, so this concludes that the hypothesis is accepted (H4 accepted).

The T-statistic for Service Quality shows a significant and positive influence on

Repurchase Intention, with a statistical value of 2.369. The result value is proven to be above 1.96, and the P-Values result is 0.018, which is less than 0.05. The result shows that in this research, Service Quality has a significant positive contribution to E-Wom, so this concludes that the hypothesis is accepted (H5 accepted).

The T-statistic for Perceived Value shows a significant and positive influence on Repurchase Intention through E-WoM as a mediator between these 2 variables, with a statistical value of 2.812. The result value is proven to be above 1.96, and the P-Values result is 0.005, which is less than 0.05. The results show that in research. Perceived Value has a significant positive contribution to Repurchase Intention which is strengthened by the role of mediation, namely E-WoM. So this concludes that the hypothesis is accepted (H6 accepted).

The T-statistic for Service Quality shows a significant and positive influence on Repurchase Intention through E-WoM as a mediator between these 2 variables, with a statistical value of 3.180. The result value is proven to be above 1.96, and the P-Values result is 0.001, which is less than 0.05. The results show that in research. Service Quality has a significant positive contribution to Repurchase Intention which is strengthened by the role of mediation, namely E-WoM. So this concludes that the hypothesis is accepted (H7 accepted).

Discussion

The Influence of E-Wom on Repurchase Intention

Based on the results, E-Wom shows a positive influence on repurchase intention. This result indicates that in this research, E-Wom gave a significant positive contribution to repurchase intention at fine dining restaurants, so in conclusion, this hypothesis is accepted. The result is supported by Riyadi et al. (2023), in which E-Wom is proven to create interest in the topic given out by the people who are experienced, as these informations are expected to give out information that are relevant and trustable. Besides that, E-WoM or can be called as viral marketing, has a strong attraction effect to other new people or even people who are experienced to come and visit or revisit the object or thereby the restaurants that are discussed throughout the content that is posted in media socials. Media socials therefore also show up interesting content through visuals and audios which are the fastest way for people to understand and feel interested in getting to the object (restaurant) that are discussed.

The influence of Perceived Value on E-Wom

Based on the results, perceived value shows positive influence on E-Wom. This result indicates that in this research, Perceived Value gives a significant positive contribution to E-WoM at fine dining restaurants, so in conclusion, this hypothesis is accepted. The result is supported by Tj & Widjaja (2024) that any aspects from a restaurant, which include customer greetings, great and friendly service, and comfortable experience, are able to influence the

perception of customers and create positive impressions toward the restaurant. This will also affect the willingness of experienced customers to spread positivity through social media, which is also called as positive E-WoM.

The influence of Perceived Value on Repurchase Intention

Based on the results, perceived value shows a positive influence on repurchase intention. This result indicates that in this research, perceived value gives a significant positive contribution to repurchase intention at fine dining restaurants, so in conclusion, this hypothesis is accepted. The result is supported by Putri et al. (2022) in which it is proven that customers' perceived value can increase when the restaurant gives good overall service and product, which will also influence repurchase intention. When customers gain positive perception towards the restaurant, therefore customers have their will to repurchase in the future hoping to get the same standard of service and product.

The influence of Service Quality on E-WoM

Based on the results, service quality shows a positive influence on E-WoM at fine dining restaurants. This study shows that the better the quality of service owned by fine dining restaurant, the greater the desire of consumers to share positive experiences through E-WoM. Customers who are satisfied with the restaurant's service will not hesitate to share their reviews online through social media or other platforms, which has the potential to attract new customers to come to fine dining restaurant and retain existing customers. Fine dining restaurant business actors must always ensure that the service they provide to customers is always of a high standard in order to create a satisfying experience so that every consumer who comes to the restaurant does not hesitate to provide a positive E-WoM review. This aims to strengthen the restaurant, so that more people are interested in coming and ensuring the existence of a better business in the future. The results of this study are supported by Rahayu & Kusnanto (2023) who stated that service quality has a positive and significant influence on E-WoM and purchasing decisions at Synthesis Coffee Cafe in Karawang.

The influence of Service Quality on Repurchase Intention

Based on the results, service quality shows a positive influence on E-WoM at fine dining restaurants. This study shows that the better the quality of service in a fine dining restaurant, the higher the customer satisfaction that can build consumer loyalty and ultimately encourage customers to come back to the restaurant. Service quality influences this intention because service quality is a factor in increasing customer perception of fine dining restaurants and is also able to provide a positive experience that makes consumers want to repeat it again. Fine dining restaurants business actors must focus on consistency and improving the quality of

existing services in order to provide a satisfying dining experience for each customer so that it can be an opportunity for consumers who are already satisfied to make repeat visits. This result is supported by Ellitan & Edgar (2024) that service quality has a positive and significant influence on customer satisfaction, which in turn increases repurchase intention at the "Sambal Bakar" restaurant in Surabaya. This result emphasizes the importance of service quality in creating a satisfying experience for customers, which encourages them to return.

The Influence of Perceived Value to Repurchase Intention through E-WoM

Perceived value or the value felt by consumers is an important factor in forming purchasing decisions. When consumers feel that the products or services they receive have high value in terms of quality, price, emotional benefits, and their experience at a fine dining restaurant, their level of satisfaction will also increase, which indirectly also increases loyalty. Not only that, the higher the perceived value of a restaurant, the more it will encourage consumers to share their positive experiences with others through E-WoM. The role of E-WoM in this case is an important bridge between perceived value and repurchase intention. Consumers who are satisfied with the value they receive tend to recommend products online through social media, forums, and digital review platforms. These recommendations contribute to increasing the trust of other consumers, while strengthening the individual's intention to make repeat purchases due to social reinforcement and trust in fine dining restaurants. Thus, it can be concluded that perceived value not only plays a direct role in driving repurchase intention, but also indirectly through increasing E-WoM activities. Therefore, companies need to prioritize the creation of perceived value by consumers and facilitate E-WoM channels in order to maximize the positive impact on customer loyalty. This result is supported by research by Hussain et al. (2020), which shows that consumers' perceived value of restaurant services influences their desire to spread E-WoM and make repeat purchases.

The Influence of Service Quality to Repurchase Intention through E-WoM

Service quality is an important factor in forming purchasing decisions. When consumers feel that the service they receive makes a good experience and feel emotionally comfortable, they tend to be more satisfied and will also increase their chance to share their experience through E-WoM. It is proven that some customers share their experience on purchasing in a restaurant with their friends and family through online platforms as they are influenced by several factors, including pleasant experience that is caused by the service quality given (Rachbini & Anggraeni, 2021). Therefore, fine dining restaurants must uphold their standards of their service to the customers to increase the probability of customers sharing their experience through online and making people attracted to visit and revisit the restaurant.

4. CONCLUSION

The conclusion of this research shows that the variables that are studied influence Perceived value and Service quality on repurchase intention through E-WoM at fine dining restaurants. the hypothesis proposed in this study does have positive and significant influence according to the results obtained from the results of the data analysis from the research process carried out by using Partial Least Square - Structural Equation Modeling. Based on the result of the research on fine dining restaurants, perceived value shows a positive significant influence on E-WoM. It can be that perceived value has a significant positive contribution to E-WoM at fine dining restaurants. The research results show that Service quality has a significant positive influence on E-WoM at fine dining restaurants. It can be concluded that service quality makes a significant contribution towards E-WoM. In this research, E-WoM also shows significant positive influence on repurchase intention, which can be concluded that E-WoM has an important contribution towards customers' intention to come back and repurchase in fine dining restaurants. The result shows that E-WoM gives a significant contribution to the repurchase intention of customers. Perceived value also has a significant positive influence on repurchase intention in fine dining restaurants, therefore creating a strong contribution to the return of customers. The analysis also shows that perceived value has a significant contribution towards repurchase intention through E-WoM, indicating that E-WoM mediates the relationship between perceived value and repurchase intention. The analysis shows that service quality also influences on repurchase intention through E-WoM, therefore means that E-WoM mediates the relationship between service quality and repurchase intention in fine dining restaurants.

Based on the research conducted, there are a few limitations that may have affected the implementation and results. (1) Responses may not reflect reality: As the data was collected through online questionnaires, there are chances that some of the responses do not precisely reflect the participants' real experiences. Some people might also have misunderstood questions, answered carelessly, or given socially desirable responses, that could have affected the overall validity of the findings. (2) Technical challenges: Not all respondents had the same access to the technology or some are not familiar with online platforms. Some people experienced difficulties accessing or completing the survey, which may have affected and reduced the participation and have eventually influenced the diversity of the data collected. (3) Lack of supervision: As participants completed their questionnaires alone by online google form, therefore some participants may have not given the most honest answers.

This study can be used as a reference for other research that involves variables that are similar, like service quality, perceived values, E-WoM, and repurchase intention. Future research may expand more knowledge on what other aspects that affect the willingness of people to come and eat, as well as their behavior in the dining sector around the world.

Furthermore, a recommendation that would be suggested is to increase the number of respondents. This approach could help produce results that are more representative and reliable. It is also hoped that future research will build on these findings, addressing the current study's limitations and making more meaningful contributions to the field.

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