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1. Bukti Kirim Artikel dan Artikel yang Dikirimkan (22/12/2020)

Prof. Dr. Eddy M. Sutanto, M.Sc. <esutanto@petra.ac.id>   Tue, Dec 22, 2020, 9:17 AM

to Evan

Dear Prof. Evan Lau,

Herewith, I attach my new paper for publication to the IJBS. Kindly help your best with thanks.

Sincerely,

Dr. Eddy M. Sutanto, M.Sc.
Professor
Management Business Program
Petra Christian University
Surabaya – Indonesia

One attachment • Scanned by Gmail

WORD OF MOUTH FOR CONSUMERS: ALL YOU CAN EAT JAPANESE RESTAURANTS

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John Cary
Marist College

Cynthia Ani Purwanto
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ABSTRACT

This study aimed to examine and analyze the effect of word of mouth (WOM) on the purchasing decisions of consumers of all you can eat Japanese restaurants. The type of research was causal quantitative analysis tested using a linear regression test. The sampling technique was purposive sampling with a total sample of 100 respondents. Samples were obtained by distributing questionnaires to all you can eat Japanese restaurants consumers in Surabaya, Indonesia. The collected data were processed using SPSS 22 software. The results showed that word of mouth had a positive and significant influence on purchasing decisions. This kind of study has never been conducted before. Thus, this research could be useful for managing the restaurant business, thereby to improve the existing marketing performance.

Keywords: word of mouth, restaurant, purchase decisions, Japanese, behavior.

1. INTRODUCTION

The restaurant business in Surabaya continues to grow and is well received by the public. Data obtained by the Indonesian Association of Cafes and Restaurants Entrepreneurs (Apkrindo) shows that the growth of restaurants in Surabaya is almost 20 percent per year ("Restaurants in Surabaya are growing 20 percent per year", 2018, para. 1). The increasing restaurant business in Surabaya has demanded business people to improve marketing performance, especially regarding consumer behavior. Aslam, Jadoon, Zaman, and Gondal (2011) stated the benefits obtained by studying consumer behavior including helping managers in making decisions and providing theory-based marketing research that can be used to analyze consumers in making better

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purchasing decisions. One of the consumer behavior topics that needs to be the focus of business attention is consumer purchasing decisions. Knowing better as to how consumers make their purchase decisions will benefit restaurants as to the most efficient marketing strategies.

Research on purchasing decisions in restaurant consumers has been widely carried out. These studies show that the restaurant consumer purchasing decision variable is influenced by various factors. These factors include product quality, trust in halal status, service quality, restaurant atmosphere, price, and location in full-service restaurants in Seri Iskandar, Perak, Malaysia (Akbar & Alaudeen, 2012); cultural, social, personal, and psychological aspects of McDonald's restaurant in Surabaya, Indonesia (Adipradja & Listiani, 2015); word of mouth, marketing communication, cultural learning, image, and social status, different experiences, value for money in upscale ethnic restaurants in New Zealand (Sriwongrat, 2008). Existing research shows that research on all you can eat restaurants, especially restaurants that sell Japanese cuisine in Indonesia has never been done.

One of the factors that is proven to have an effect on consumer restaurant purchasing decisions is word of mouth (WOM). Hasan (2010) stated that WOM could be a powerful source of information in influencing purchasing decisions (in Pratiwi, 2017). Personal words and recommendations from trusted friends, family, coworkers, and other consumers tend to be more credible than those from commercial sources, such as advertisements, or salespeople (Kotler & Armstrong, 2018, p. 163). WOM can affect one's views, thoughts, and decisions. If WOM is used properly it will be especially useful in marketing products or services for a long period of time (Ahmad, Vveinhardt, & Ahmed, 2014).

The number of Japanese restaurants in Surabaya has increased by 204 restaurants during the period of 2012–2018. Japanese restaurants have some uniquenesses that are not owned by typical restaurants of other countries, such as waiters who use Kimono and Hachimaki; how waiters greet guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decoration; as well as the use of fresh raw food ingredients that are processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants have an all you can eat sales system. All you can eat is a sales system with the concept of a buffet that gives consumers the freedom to enjoy the entire menu within a certain time limit, and consumers only need to pay once with a flat-rate payment system (Akhmad, 2016, para. 2).

The all you can eat Japanese restaurant proved to be quite popular among the people of Surabaya. This is evidenced by the results of the 2017 BRI Jawa Pos Culinary Award survey that the three restaurants that won the Best All You Can Eat category in Surabaya are restaurants that sell Japanese cuisine. The three restaurants are Cocari, Kintan Buffet, and Shaburi Shabu Shabu (Jawapos-culinary, 2018). Why do all you can eat Japanese restaurants become more popular in Surabaya, Indonesia? This research will especially find out the influence of WOM on consumer purchasing decisions.

2. LITERATURE REVIEW

Rani (2014) stated consumer behavior as the selection, purchase, and use of products and services to satisfy consumer desires. Schiffman and Wisenblit (2015) stated that consumer behavior was a study of consumer behavior or actions in searching, buying, using, evaluating, and depleting products and services that were expected to satisfy consumer needs. These notions indicate that consumer behavior is the act of consumers in choosing, buying, using, evaluating, and spending products and services that are expected to satisfy the desires and needs of consumers.

Malau (2017) stated WOM was a form of communication that involves individuals to share information directly with others in verbal form, including face-to-face, telephone, and internet regarding the use of a product. Kotler and Keller (2009) stated that WOM was oral, written, or electronic communication from person to a person relating to the benefits or experience of buying or using a product or service. Another understanding according to Lovelock (2011) said that WOM was an opinion and recommendation made by consumers about service experience, which had a strong influence on consumer decisions or purchasing behavior (in Andari & Napu, 2016). The above definitions emphasize that WOM is a communication of sharing opinions and recommendations on the use/purchase of a product/service from one consumer to other consumers through face to face, telephone, and internet. WOM means the extent to which (activity level) communication of sharing opinions and recommendations is carried out and affects others' decision-making process.

According to Schiffman (2010), a decision was the choice of two or more alternative choices, in other words, alternative choices must be available to someone when deciding. If someone has a choice between making a purchase or not, that person is in a decision-making position. Paendong and Tielung (2016) suggested purchasing decisions were actions by consumers, whether or not to buy a product. Pertiwi, Yulianto, and Sunarti (2016) said purchasing decision was a process when consumers made an assessment of various alternative choices and chose one or more alternatives needed based on certain considerations in purchasing. This understanding emphasizes that the purchase decision has two meanings. Purchasing decisions can be a process and result in the selection of various alternative choices of products or services. This understanding shows that the purchase decision has real value from the consumers' perspective when the selection process is made from the choices presented to them.

2.1. WOM Relationship to Purchase Decision

Several research results have shown that the WOM variable has a positive and significant influence on consumer purchasing decisions. These studies include Rahayu and Edward (2014); Oktaviano (2013); Nugraha, Suharyono, and Kusumawati (2015); Rembon, Mananeke, and Gunawan (2017); and Arda (2017). The results of research conducted by Arda (2017) showed

that the level of relationship between WOM and consumer purchasing decisions was quite strong. In the research of Rahayu and Edward (2014); Nugraha, Suharyono, and Kusumawati (2015); and Rembon, Mananeke, and Gunawan (2017) the level of relationships was relatively strong. In Oktaviano's (2013) study the level of relationships that exist is classified as very strong. The studies described above support the development of the following research hypotheses:

H_1: WOM has a positive effect on purchasing decisions.

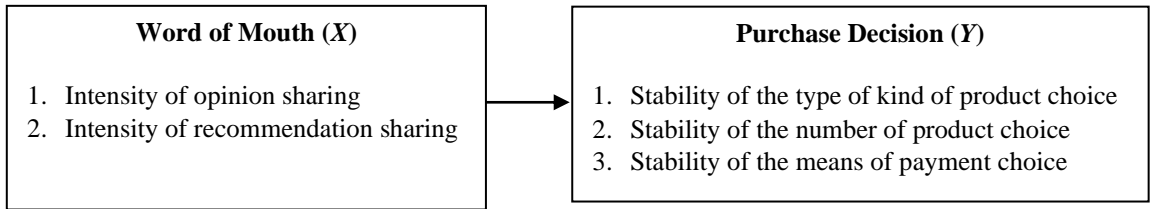## 3. RESEARCH METHODS

3.1. Sample Selection and Data Collection

The sampling technique used in this study was purposive sampling. The consideration used was that respondents must be over 17 years old and had eaten at an all you can eat Japanese restaurant in Surabaya at least once. There were 100 respondents in our sample population. The sample was obtained by distributing 120 questionnaires to consumers of all you can eat Japanese restaurant in Surabaya. This aims to anticipate the existence of a questionnaire that does not return, does not match the criteria, or the data provided by the respondent is incomplete.

3.2. Measures

The research variables will be measured using a Likert scale consisting of five points, ranging from 1 - strongly disagree to 5 - strongly agree. The research model used can be seen in Figure 1. WOM is measured using two indicators namely the intensity of sharing opinions (X_1) and the intensity of sharing recommendations (X_2). Each indicator is divided into three items: "I discussed the restaurant with my family more than once" ($X_{1.1}$), "I discussed the restaurant with friends more than once" ($X_{1.2}$), " I discuss the restaurant to others more than once "($X_{1.3}$)," I give recommendations to eat at the restaurant to the family more than once "($X_{2.1}$)," I give recommendations for eating in restaurants mentioned to a friend more than once "($X_{2.1}$), and" I give recommendations to eat at the restaurant to others more than once "($X_{2.1}$).

Purchasing decisions are measured using three indicators, namely, the stability of the type of kind of product choice (Y_1), the stability of the number of product choice (Y_2), and the stability of the means of payment choice (Y_3). Indicator Y_1 is divided into three items: "I feel good about eating Japanese BBQ" ($Y_{1.1}$), "I feel good about eating Shabu-shabu" ($Y_{1.2}$), and "I feel good about choosing to eat Sukiyaki "($Y_{1.3}$). Indicator Y_2 is broken down into two items: "I feel good to choose the amount of food and drink I want" ($Y_{2.1}$), and "I feel good to choose the amount of food and drink according to what I need" ($Y_{2.2}$). Indicator Y_3 is broken down into three statement items namely "I feel confident about making payments with cash" ($Y_{3.1}$), "I feel confident about making payments by debit card" ($Y_{3.2}$), and "I feel confident about making payments paid by credit card "($Y_{3.3}$).

| Word of Mouth (*X*)	Purchase Decision (*Y*)
1. Intensity of opinion sharing 2. Intensity of recommendation sharing	1. Stability of the type of kind of product choice 2. Stability of the number of product choice 3. Stability of the means of payment choice

Figure 1. Research Model

4. DATA ANALYSIS

4.1. *Respondent Profile*

The profile of respondents showed that the number of female respondents was 53 percent, while male as much as 47 percent. The majority age of respondents was from 17 to 24 years old. 54 percent were students. 47 percent of respondents was one-time eating in all you can eat Japanese restaurants in the past six months (See Figure 2). The Japanese restaurants had been visited such as GyuKaku, Cocari, Shaburi Kintan Buffet, Hanamasa, Shaburi, Shabu-Shabu On Yasai, Sendai, Mr. Sumo, and Kizahashi.

Figure 2. Respondent Profile

Figure 2. Respondent Profile
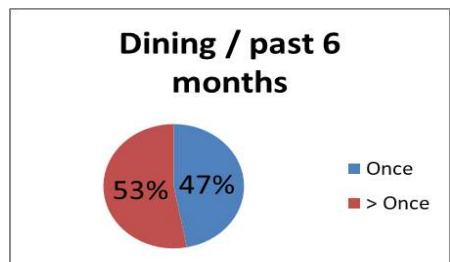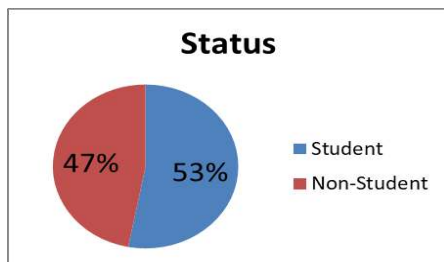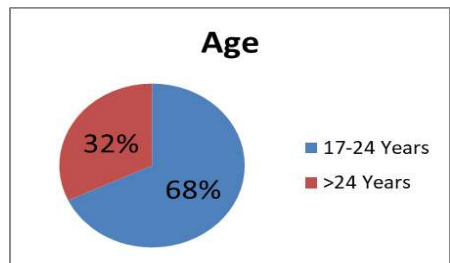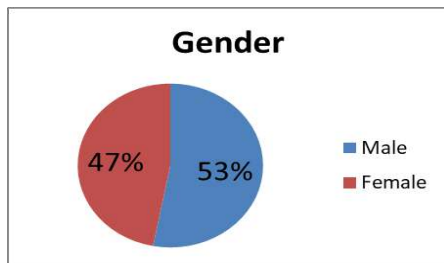
4.2. Measurement Model

Before conducting a simple linear regression test, it is necessary to test the validity and relia-bility, as well as the classic assumption test. The classic assumption test consists of tests of nor-mality, heteroscedasticity, and linearity. Existing tests were performed using SPSS 22 software. The results of the validity test show that item $Y_{3.1}$ does not meet the criteria so that it is declared invalid and is not included in subsequent tests, while the reliability test results and all classic assumptions have met the existing criteria so that it can be continued in the test simple linear regression.

A simple linear regression test is done by looking at the value of the coefficients of regression, correlation (R), determination (R^2), the results of the model feasibility test, and the results of hypothesis testing. The results of the simple linear regression test in Table 1 show the magnitude of the constant regression coefficient of 2.251 and the WOM regression coefficient of 0.407. The value of the constant regression coefficient indicates the value of the purchase decision variable if the value of the WOM variable is 0, while the regression coefficient value of the WOM variable shows the magnitude of the change in the value of the purchase decision variable if the value of the WOM variable changes to one unit. The value of the regression coefficient is positive. It shows the direct relationship between WOM and purchasing decisions.

Table 1: Regression Result

Model	Coefficient of Regression	T_{count}	Sig.
Constant	2.251	9.775	0.000
Word of Mouth (X)	0.407	6.930	0.000

4.3 Correlation Relationship Analysis

Table 2 shows the correlation coefficient (R) of 0.573, meaning that the level of closeness of the relationship between WOM and purchasing decisions is quite strong because it is at an interval of 0.400-0.599 (Sugiyono & Susanto, 2015). Table 2 also shows that the coefficient of determina-tion (R^2) in this regression model is 0.322 or 32.2 percent, meaning that the WOM variable's ability to explain or predict changes in the purchasing decision variable is 32.2 percent, while the remaining 67.8 percent is explained by variables other than WOM variables such as product quality, service quality, and restaurant atmosphere.

Table 2: Result of Coefficient of Correlation and Determination

Model	R	R^2	Adjusted R^2	Estimation of Standard Error
1	0.573	0.329	0.322	0.42876

Table 3 shows the results of the feasibility tests of the existing models. A significant value of the regression model of this study is 0.000. This number is smaller than the significance level used which is 0.05, meaning that the regression model used is feasible to explain the effect of the WOM variable on the purchase decision variable.

Table 3: Model Feasibility Test Results

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	Model is feasible

Table 4 shows that the Sig. of the hypothesis test results obtained are smaller than 0.05 which is equal to 0.000. This means that WOM has a significant influence on purchasing decisions.

Table 4: Hypothesis Test Result

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	H_0 rejected

5. DISCUSSION

The results show that word of mouth has a positive and significant influence on purchasing decisions. The positive effect is proved by the results of the regression test which shows the magnitude of the regression coefficient of the word of mouth variable is equal to 0.407. This means that if the value of the word of mouth variable increases by one unit, the value of the purchase decision variable will increase by 0.407 or 40.7 percent. In other words, the higher the value of the word of mouth variable, the value of the purchase decision variable will also be higher. The existence of significant influence is evidenced by the result of hypothesis testing which shows the value of Sig. of 0.000 smaller equal to 0.05. So the result has answered the hypothesis in this study.

The result of this study is in line with previous studies conducted by Rahayu and Edward (2014); Oktaviano (2013); Nugraha, Suharyono, and Kusumawati (2015); Rembon, Mananeke, and Gunawan (2017) which shows that word of mouth has a positive and significant influence on purchasing decisions. The level of closeness of the relationship between word of mouth with purchase decisions in this study is also in line with research conducted by Arda (2017) which shows a fairly strong level of closeness of the relationship. Therefore, the result of this study can be used to strengthen previous research.

6. CONCLUSION AND IMPLICATION

6.1. Conclusion

The result of the analysis and hypothesis testing that has been carried out in this study indicates that word of mouth affects positively the purchasing decisions of all you can eat Japanese restaurant consumers in Surabaya.

6.2. *Managerial Implications*

This study provides several managerial implications that can be applied by all you can eat Japanese restaurant managers, especially in Surabaya, Indonesia. So it is expected that the existing restaurants can further improve their marketing performance through WOM conducted by consumers. WOM's strong influence cannot be ignored in restaurant management. Restaurant managers must ensure that every consumer gets a satisfying dining experience. The opinions expressed by consumers are positive and can increase the willingness of consumers to provide recommendations to others.

The more positive opinions and recommendations shared are expected to help all you can eat Japanese restaurants to get more consumers. The several methods can be applied such as to increase the speed of the service of the waiter in presenting menus, so that the consumers' time to enjoy is not wasted. Another method that can be applied is to ensure the amount of food and drinks for the self-service menu is sufficient. Moreover, sold out menus should be available on the display table. More and more menus or portions that can be enjoyed by consumers will make these consumers not feel overwhelmed at "All you can eat restaurants". The restaurant manager, especially of the all you can eat Japanese restaurants is expected to be able to create promotions or family meal menus so that it can increase infor-mation-sharing activities about the restaurants among families. The results of this study indicate that the mean values for statement items $X_{1.1}$ and $X_{2.1}$ are lower than the mean values for other WOM statement items; and so it can be concluded that the activity of sharing opinions and recommendations to families tends to be lower than to friends and others. Management should include family discount packages (kids under 10 eat for free, for example) on their menus to encourage and increase the weekend foot traffic into the restaurant.

6.3. *Limitations*

One limitation of this study relates to the generalization of the findings. This study only examined nine all you can eat Japanese restaurants in Surabaya, namely GyuKaku, Cocari, Shaburi Kintan Buffet, Hanamasa, Shaburi, Shabu-Shabu On Yasai, Sendai, Mr. Sumo, and Kizahashi. But there are still many all you can eat Japanese restaurants in Surabaya that have not been studied. Another limitation is that this study only examined the influence between WOM and purchasing decisions. So the result obtained also shows that WOM is only able to explain purchasing decisions by 32.2 percent.

6.4. *Future Research Directions*

This study provides several suggestions that can be used for further research. Future studies are expected to be able to research in other all you can eat Japanese restaurants that have not been studied. This study has been localized, but perhaps expanding it to other nearby countries or non-Asian countries may present another story on WOM and suggest that these other countries are not heavily influenced by WOM communication. Further research is also expected to further deepen research related to purchasing decisions, especially for all you can eat Japanese restaurant consumers not only in Surabaya. Future studies can examine other variables besides word of mouth so that the results of existing studies are more varied.

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2. Bukti Konfirmasi Hasil Telaah dan Hasil Telaah Pertama (24/07/2021)

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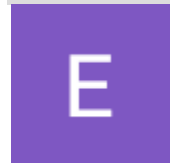
Evan Lau Poh Hock <lphevan@unimas.my>   Sat, Jul 24, 2021,
                                                                    9:40 PM

to me, Alvina

Dear Professor Eddy

The manuscript entitled "**WORD OF MOUTH FOR CONSUMERS: ALL YOU CAN EAT JAPANESE RESTAURANTS**" which you submitted to the International Journal of Business and Society (IJBS) has been reviewed. The comments of the reviewer(s) are enclosed in this email.

The reviewer(s) suggest MAJOR revisions to your manuscript. Therefore, the editor wishes you can respond to the reviewer(s)' comments and revise your manuscript accordingly before we can accept it for publication in IJBS.

Please itemize the changes made using the file attached and highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using coloured text.

You are given TWO (2) month to do the necessary changes and we hope to receive the revised manuscript by 24 September 2021.

Regards

Evan Lau, Ph.D.
Associate Professor
Editor in Chief of IJBS
Faculty of Economics and Business
Universiti Malaysia Sarawak (UNIMAS)
94300 Kota Samarahan
Sarawak.

<u>Revision Notes</u>

Article title:

Reviewer 1

No	Comments	Responses	Page	Paragraph	Editors' comments (office use only)
1	*Eg. The authors need to explain more on how the equation (2) is specifically derived from the equation (1).*	*Eg. Explanations for Equation (2) derivation were added.*	*3*	*2*	
2					
3					

Reviewer 2

No	Comments	Responses	Page	Paragraph	Editors' comments (office use only)
1					
2					
3					

REFEREE'S REVIEW FORM

Title of Paper	WORD OF MOUTH FOR CONSUMERS: ALL YOU CAN EAT JAPANESE RESTAURANTS

1. Please rate the paper along the following criteria. 1 for very poor to 5 Excellent

No	Criteria	1	2	3	4	5	N/A
1	Appropriateness of Title and Abstract			X			
2	Relevance to Business and Society			X			
3	Structure of the work			X			
4	Appropriateness of research method		X				
5	Elaboration of prior knowledge/research			X			
6	Discussion and Conclusions			X			
7	Content is scientifically accurate			X			
8	Contribution to Body of Knowledge			X			
9	Implication for Society, Industry, or Policy Maker			X			
10	Reference list, Adequate, and Correctly Cited		X				
11	Reference list, cited good and reputable journals		X				

2. Please tick only one of the following and provide comments/reasons below as requested.

a) The work is publishable in its present form. _____

b) The work is publishable with minor changes suggested below. _____

c) The work is publishable with major changes suggested below. __ X ____

d) The work is not publishable in its present form. ____ ___

3. Please provide detailed comments/reasons below.

   1. Enhance the introduction. Put forward the background of the Japanese restaurants in Surabaya as the motivation of the study.
   2. The authors should consider some of the literature here
      a. https://www.frontiersin.org/articles/10.3389/fpsyg.2017.01256/full
      b. https://www.sciencedirect.com/science/article/abs/pii/S0278431910000988?via%3Dihub
      c. https://www.emerald.com/insight/content/doi/10.1108/MIP-02-2016-0024/full/html
      d. https://www.inderscience.com/offer.php?id=99304
      e. https://www.mdpi.com/2304-8158/9/4/460
      f. https://www.sciencedirect.com/science/article/pii/S187704281630249X
      g. https://www.mdpi.com/0718-1876/16/4/57
      h. https://essay.utwente.nl/78548/1/Schabbink_BA_BMS.pdf
      i. https://www.tmstudies.net/index.php/ectms/article/view/1296/pdf_248

   3. How was the sample selected? And the sample size determination?
   4. Link the constructs to the literature and also hypothesis. Cite those adopting such model as in this paper
   5. Why just explore one hypothesis of factor? How about the remaining dimensions/scales for the WOM?
   6. The authors should present reliability results at least before moving into model estimation. In other words, the paper need more rigor statistical analysis.

   The idea of the paper was brilliant with the current increase of interest in Japanese restaurants. But the execution is weak. I invite the authors to improve the paper accordingly base on the comments.

REFEREE'S REVIEW FORM

Title of Paper	WORD OF MOUTH FOR CONSUMERS: ALL YOU CAN EAT JAPANESE RESTAURANTS

1. Please rate the paper along the following criteria. 1 for very poor to 5 Excellent

No	Criteria	1	2	3	4	5	N/A
1	Appropriateness of Title and Abstract			X			
2	Relevance to Business and Society			X			
3	Structure of the work			X			
4	Appropriateness of research method			X			
5	Elaboration of prior knowledge/research			X			
6	Discussion and Conclusions			X			
7	Content is scientifically accurate			X			
8	Contribution to Body of Knowledge			X			
9	Implication for Society, Industry, or Policy Maker		X				
10	Reference list, Adequate, and Correctly Cited		X				
11	Reference list, cited good and reputable journals		X				

2. Please tick only one of the following and provide comments/reasons below as requested.

   a) The work is publishable in its present form.   _____

   b) The work is publishable with minor changes suggested below.   _____

   c) The work is publishable with major changes suggested below.   __ X ____

   d) The work is not publishable in its present form.   ____ ___

3. Please provide detailed comments/reasons below.

    1. Why a need to look on the WOM for Japanese restaurants in Surabaya specifically? The authors should provide the big picture of this current research.
    2. The authors should update the literature.
    3. How was the size sample been determined? Some justification on this would be helpful. You need to justify if the sample size is adequate for your conceptual model.
    4. Why do not explore the other factor in WOM model?
    5. The results were presented in a very limited way. The discussion should include further discussion on the previous findings in relation to the existing ones. E.g, the differences and your contributions.
    6. No reliability test for the constructs?
    7. The authors using 9 all you can eat restaurants with 100 respondents? What is the distribution for each individual restaurant?

3. Bukti Kirim Revisi Pertama, Respon kepada Penelaah, dan Artikel Revisi yang Dikirimkan (24/08/2021)

Prof. Dr. Eddy M. Sutanto, M.Sc. <esutanto@petra.ac.id>

to Evan, Alvina

Aug 24, 2021,
9:19 PM

Dear Prof. Evan Lau,

Hereby the revised manuscript is in the attachment including the revision notes. I hope it fulfills the comments. Thank you.

Sincerely,

Dr. Eddy M. Sutanto, M.Sc.
Professor
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WORD OF MOUTH FOR CONSUMERS: ALL YOU CAN EAT JAPANESE RESTAURANTS

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ABSTRACT

This study aimed to examine and analyze the effect of word of mouth (WOM) on the purchasing decisions of consumers of all you can eat Japanese restaurants. The type of research was causal quantitative analysis tested using a linear regression test. The sampling technique was purposive sampling with a total sample of 100 respondents. Samples were obtained by distributing questionnaires to all you can eat Japanese restaurants consumers in Surabaya, Indonesia. The collected data were processed using SPSS 22 software. The results showed that word of mouth had a positive and significant influence on purchasing decisions. This kind of study has never been conducted before. Thus, this research could be useful for managing the restaurant business, thereby to improve the existing marketing performance.

Keywords: word of mouth, restaurant, purchasing decisions, Japanese, behavior.

1. INTRODUCTION

The restaurant business in Surabaya continues to grow and is well received by the public. Data obtained by the Indonesian Association of Cafes and Restaurants Entrepreneurs (Apkrindo) shows that the growth of restaurants in Surabaya is almost 20 percent per year ("Restaurants in Surabaya are growing 20 percent per year", 2018, para. 1). The increasing restaurant business in Surabaya has demanded business people to improve marketing performance, especially regarding consumer behavior.

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The number of Japanese restaurants in Surabaya has increased by 204 restaurants during the period of 2012–2018. Japanese restaurants have some uniquenesses that are not typical by restaurant standards of other countries, such as waiters who use Kimono and Hachimaki; how waiters greet guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decorations; as well as the use of fresh, raw food ingredients that are processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants have an all you can eat sales system. All you can eat is a sales system with the concept of a buffet that gives consumers the freedom to enjoy the entire menu within a certain time limit, and consumers only need to pay once with a flat-rate payment system (Akhmad, 2016, para. 2).

The all you can eat Japanese restaurant proved to be quite popular among the people of Surabaya. This is evidenced by the results of the 2017 BRI Jawa Pos Culinary Award survey that the three restaurants that won the Best All You Can Eat category in Surabaya are restaurants that sell Japanese cuisine. The three restaurants are Cocari, Kintan Buffet, and Shaburi Shabu Shabu (Jawapos-culinary, 2018). Why do all you can eat Japanese restaurants become more popular in Surabaya, Indonesia? This phenomenon helps explain the attraction by consumers to these types of restaurants.

Aslam, Jadoon, Zaman, and Gondal (2011) stated the benefits obtained by studying consumer behavior including helping managers in making decisions and providing theory-based marketing research that can be used to analyze consumers in making better purchasing decisions. One of the consumer behavior topics that needs to be the focus of business attention is consumer purchasing decisions. Having greater knowledge as to how consumers make their purchasing decisions, will benefit restaurants as to the most efficient marketing strategies.

Research on consumer purchasing decisions in the restaurant business has been widely carried out. These studies show that the restaurant consumer purchasing decision variable is influenced by numerous factors. These factors include product quality, trust in halal status, service quality, restaurant atmosphere, price, and location in full-service restaurants in Seri Iskandar, Perak, Malaysia (Akbar & Alaudeen, 2012); cultural, social, personal, and psychological aspects of McDonald's restaurant in Surabaya, Indonesia (Adipradja & Listiani, 2015); word of mouth, marketing communication, cultural learning, image, and social status, different experiences, value of money in upscale ethnic restaurants in New Zealand (Sriwongrat, 2008). Existing research shows that research on all you can eat restaurants, especially restaurants that sell Japanese cuisine in Indonesia has never been done.

One of the factors that is proven to have an effect on consumer restaurant purchasing decisions is word of mouth (WOM). Hasan (2010) stated that WOM could be a powerful source of information in influencing purchasing decisions (in Pratiwi, 2017). Personal verbal communication through choice words and recommendations from trusted friends, family, coworkers, and other consumers tend to be more credible than those from commercial sources, such as advertisements, or salespeople (Kotler & Armstrong, 2018). WOM can affect one's views, thoughts, and deci-

sions. If WOM is used properly it will be especially useful in marketing products or services for a long period of time (Ahmad, Vveinhardt, & Ahmed, 2014). Word of mouth (WOM) has been recognized as the ultimate driver for a success of a restaurant, and few studies have examined in detail the focus attributes of WOM towards purchasing decision (Basri, Ahmad, Anuar, & Ismail, 2016). Schabbink (2019) mentioned that when a customer expressed its customer experience online, it can influence a restaurant either positively or negatively. The effects of negative online reviews on the number of sales and the image of the restaurant are well known. While, Siddiqui *et al.* (2021) show Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, this can lead to shaping the brand image and purchasing intentions. The findings would help companies create a positive brand image to enhance their purchasing intentions through eWOM aroused via SNSs. While previous studies have been done in the restaurant setting. While, the all you can eat Japanese restaurants are interesting to be examined, Japanese culture and hospitality is demonstrated in the restaurants.

The above research gap motivates us to know what makes the all you can eat Japanese restaurants in Surabaya, Indonesia become more popular to their consumers. This research will also aim to examine how the WOM influences consumer purchasing decisions.

2. LITERATURE REVIEW

2.1 Consumer Behavior

Rani (2014) stated consumer behavior as the selection, purchasing, and use of products and services to satisfy consumer desires. Schiffman and Wisenblit (2015) stated that consumer behavior was a study of consumer behavior or actions in searching, buying, using, evaluating, and depleting products and services that were expected to satisfy consumer needs. These notions indicate that consumer behavior is the act of consumers in choosing, buying, using, evaluating, and spending products and services that are expected to satisfy the desires and needs of consumers. Zhong and Moon (2020) also found that perceived price, food, service, and physical environment quality positively affected customer satisfaction. Perceived price can significantly influence customers' judgement on the quality dimensions of a restaurant. Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Happiness functions as a mediator between satisfaction and loyalty. Additionally, Uslu (2020) determined that the service quality dimensions of the restaurants have effects on satisfaction and eWOM And noted that restaurant atmosphere has been found to have a moderating effect on the outcome of service quality dimensions on eWOM in restaurants.

2.2 Word of Mouth (WoM)

Malau (2017) stated WOM was a form of communication that involves individuals to share information directly with others in verbal form, including face-to-face, telephone, and internet regarding the use of a product. Kotler and Keller (2009) stated that WOM was oral, written, or electronic communication from person to a person relating to the benefits or experience of buying or using a product or service. Another point according to Lovelock (2011) said that WOM was an opinion and recommendation made by consumers about service experience, which had a strong influence on consumer decisions or purchasing behavior (in Andari & Napu, 2016). The above definitions emphasize that WOM is a communication of sharing opinions and recommendations on the use/purchasing of a product/service from one consumer to other consumers through face to face, telephone, and/or the internet. WOM means the extent to which (activity level) communication of sharing opinions and recommendations is carried out and affects others' decision-making process. Moreover, Huete-Alcocer (2017) highlighted that the rise and spread of the internet has led to the emergence of a new form of word of mouth (WOM) and effectively impacted consumer behavior. Jeong and Jang (2011) also found that restaurant experiences triggered customers to engage in positive electronic word-of-mouth (eWOM), where the quality of restaurant service (food quality, service quality, atmosphere, and price fairness) was the antecedent of eWOM communication. While Jalilvand, Salimipour, Elyasi, and Mohammadi (2017) suggested that food quality, personal interaction quality, physical environment quality, and perceived value influenced WOM behavior of customers in an indirect way through relationship quality as well. Further, Basri *et al.* (2016) concluded that the physical environment quality brought the most impact on the word of mouth (WOM). WOM will be measured by indicators suggested by Ferdinand (2014) such as intensity of opinion sharing and intensity of recommendation sharing.

2.3 Purchasing Decision

According to Schiffman (2010), a decision was the choice of two or more alternative choices, in other words, alternative choices must be available to someone when deciding. If someone has a choice between making a purchase or not, that person is in a decision-making position. Paendong and Tielung (2016) suggested purchasing decisions were actions by consumers, whether or not to buy a product. Pertiwi, Yulianto, and Sunarti (2016) said purchasing decision was a process when consumers made an assessment of various alternative choices and chose one or more alternatives needed based on certain considerations in purchasing. This understanding emphasizes that the purchasing decision has two meanings. Purchasing decisions can be a process and result in the selection of various alternative choices of products or services. This understanding shows that the purchasing decision has real value from the consumers' perspective when the selection process is made from the choices presented to them. Aslam, Farhat, and Arif (2019) find that the positive impact of eWOM and recievers' perspective on customer satisfaction and brand image. Also, customer satisfaction and brand image have a significant impact on purchasing intention. Their research provides valuable information to marketers demonstrating how quality websites generate positive word of mouth which leads to purchasing intention. The purchasing decision is measured by indicators suggested by Arda (2017), which are stability of the type and
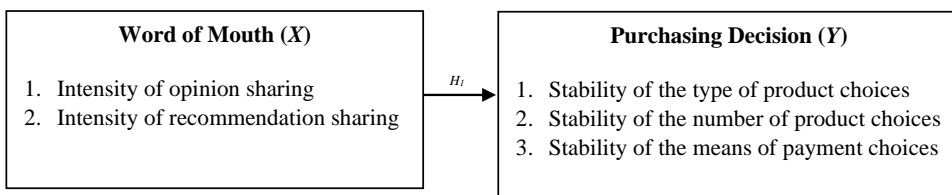
kind of product choice, stability of the number of product choice, and stability of the means of payment choice.

2.4 WOM Relationship to Purchasing Decision

Several research results have shown that the WOM variable has a positive and significant influence on consumer purchasing decisions. These studies include Rahayu and Edward (2014), Oktaviano (2013), Nugraha, Suharyono, and Kusumawati (2015), Rembon, Mananeke, and Gunawan (2017), and Arda (2017). The results of research conducted by Arda (2017) showed that the level of relationship between WOM and consumer purchasing decisions was quite strong. In the research of Rahayu and Edward (2014), Nugraha, Suharyono, and Kusumawati (2015), and Rembon, Mananeke, and Gunawan (2017) the level of relationships was relatively strong. Further, Oktaviano's (2013) study showed that the level of relationships that exist is classified as very strong. Huete-Alcocer (2017) also highlighted that the rise and spread of the internet has led to the emergence of a new form of word of mouth (WOM) and has effectively impacted consumer behavior. Siddiqui *et al.* (2021) also find that Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, which lead to shaping the brand image and purchasing intentions. The studies described above support the development of the following research hypothesis (Figure 1).

H_1: WOM has a positive effect on purchasing decisions.

Figure 1. Research Model

Word of Mouth (*X*)	Purchasing Decision (*Y*)
1. Intensity of opinion sharing 2. Intensity of recommendation sharing	1. Stability of the type of product choices 2. Stability of the number of product choices 3. Stability of the means of payment choices

H_1

Source: Ferdinand (2014), Arda (2017)

3. RESEARCH METHODS

3.1 Sample Selection and Data Collection

5

The population used in this study included all consumers of all you can eat Japanese restaurants in Surabaya. The sampling technique used in this research is purposive sampling. Purposive sampling is a sampling technique with certain considerations. The consideration used is that the respondent must be over 17 years old and have eaten at an all you can eat Japanese restaurant in Surabaya at least once. Respondents over the age of 17 are chosen because they are considered able to clearly understand and evaluate the statements in the questionnaire. The selected respondents must also have eaten at an all you can eat Japanese restaurant in Surabaya at least once because it relates to the operational definition of WOM, namely communication, sharing opinions, and recommendations to use/purchasing of a product from one consumer to another through face-to-face, telephone, and/or internet. According to Ferdinand (2014) the size of the sample if the total population is unknown can be determined using the following formula:

$$n = (Z^2\alpha) \left\{ \frac{(P \times Q)}{d^2} \right\} = (Z^2\alpha) \left\{ \frac{(50 \times 50)}{10^2} \right\} = 96{,}04$$

Remarks:
n = Number of samples
$Z^2\alpha$ = Z table with a certain level of significance
P = Proportion of the population expected to have certain characteristics
Q = Proportion of the population that is expected not to have certain characteristics
d = Tolerable error rate (expressed in %)

The calculation shows the minimum number of samples that must be used are 96.04 samples. Therefore, the number of samples in this study are set at 100 samples. The 100 samples are obtained by distributing 120 questionnaires. This aims to anticipate the existence of questionnaires that are not returned, do not meet the criteria, or the data provided by the respondent is incomplete.

3.2 Measures

The research variables are measured using a Likert scale consisting of five points, ranging from 1 - strongly disagree to 5 - strongly agree. The research model used can be seen in Figure 1.

3.2.1 Measures of Word of Mouth (X)

WOM is a communication of sharing opinions and recommendations on the purchasing/using of a product from one consumer to another through face-to-face, telephone, and internet, so that WOM has a meaning to what extent (activity level) the communication of sharing opinions and recommendations is carried out and has an influence on other consumers. So in this study the WOM variable will be measured from the level of activity of sharing opinions and recommendations made by consumers as suggested by Ferdinand (2014). The indicators used are:

1. **Intensity of opinion sharing (X_1)**
   The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product does not cause a higher level of WOM activity (there is no logical causal relationship). This indicator is described in three statement items, namely:
   a. I talked about the restaurant to my family more than once ($X_{1.1}$)
   b. I talked about the restaurant to my friends more than once ($X_{1.2}$)
   c. I talked about the restaurant to other people more than once ($X_{1.3}$)
2. **Intensity of recommendation sharing (X_2)**
   The higher the intensity of consumers' recommendation sharing on the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' recommendation sharing on purchasing/using a product, the higher the WOM activity level (there is no logical causal relationship). This indicator is described in three statement items, namely:
   a. I recommend to eat at the restaurant to my family more than once ($X_{2.1}$)
   b. I recommend to eat at the restaurant to friends more than once ($X_{2.2}$)
   c. I recommend to eat at that restaurant to others more than once ($X_{2.3}$)

3.2.2 Measures of Purchasing Decision (Y)

Purchasing decision is a process and result of choosing from various alternative product choices. In this study, the purchasing decision will be measured from the extent to which (level) the process and the results of the selection are carried out by the consumer. Arda (2017) suggested that the indicators to measure purchasing decisions are:
1. **Stability in choosing the type of product (Y_1)**
   The more stable ~~determined~~ a person is to choose~~s~~ the type of product, the higher the purchasing decision for the product will be. ~~The more stable a person is chooses the type of product, the less likely it is to make a purchasing decision on the product (there is no logical causal relationship).~~ This indicator will be described in three statement items, namely:
   a. I feel good about choosing to eat Japanese BBQ ($Y_{1.1}$)
   b. I feel good about choosing to eat Shabu-shabu ($Y_{1.2}$)
   c. I feel good about choosing to eat Sukiyaki ($Y_{1.3}$)
2. **Stability in choosing the number of products (Y_2)**
   The more stable ~~determined~~ a person is to choose~~s~~ the number of products, the higher the purchasing decision for the product will be. ~~The more stable a person is chooses the quantity of the product, the less likely it is to make a purchasing decision on the product (there is no logical causal relationship).~~ This indicator will be described in two statement items, namely:
   a. I feel confident to choose the amount of food and drink that I want ($Y_{2.1}$)
   b. I feel confident to choose the amount of food and drink according to what I need ($Y_{2.2}$)
3. **Stability in choosing payment instruments (Y_3)**

The more stable a person is to choose the means of payment for the product, the higher the purchasing decision for the product will also be. This indicator will be described in three statement items, namely:
a. I feel confident to make payments by cash ($Y_{3.1}$)
b. I feel good about making payments with a debit card ($Y_{3.2}$)
c. I feel confident to make payment by credit card ($Y_{3.3}$)

4. DATA ANALYSIS

4.1 Validity Test

The validity test in this study was carried out on statement items obtained from 100 respondents. The statement is considered valid if the value of sig is less than 0.05 (Sugiyono & Susanto, 2015).

Table 1 shows that the statements have a sig value below 0.05, except for the statement item $Y_{3.1}$ which has a value of sig 0.063, so that the statement is declared invalid. Item $Y_{3.1}$ is invalid because the prices offered by all you can eat Japanese restaurants in Surabaya are classified as premium so that consumers choose to make payments by debit or credit cards. If the consumer makes a payment with cash, the consumer must take cash again at the Automatic Teller Machine to fill the cash supply in the wallet. Invalid statements ($Y_{3.1}$) will be discarded so they are not included in the next test.

Tabel 1: The Result of Validity Test

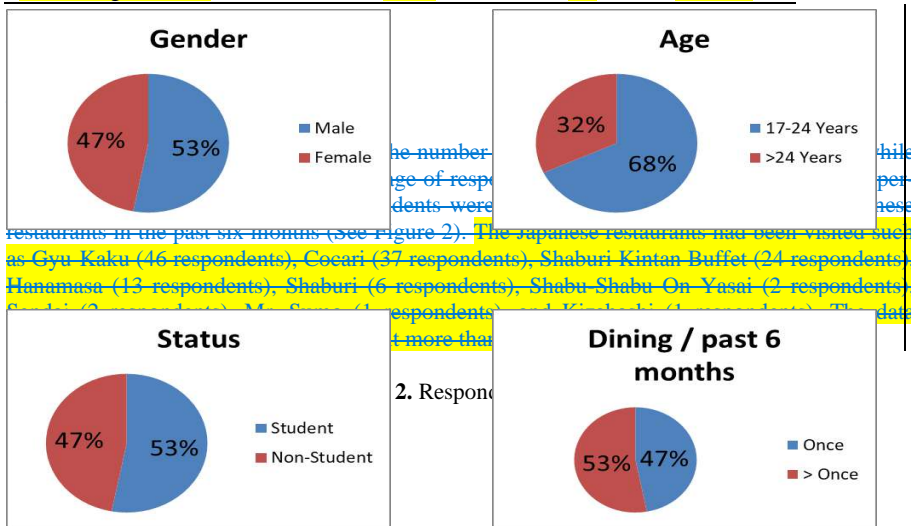| Variable	Indicator	Items	Sig.	Remarks
Word of Mouth (X)	Intensity of opinion sharing	$X_{1.1}$	0.000	Valid
		$X_{1.2}$	0.000	Valid
		$X_{1.3}$	0.000	Valid
	Intensity of recommendation sharing	$X_{2.1}$	0.000	Valid
		$X_{2.2}$	0.000	Valid
		$X_{2.3}$	0.000	Valid
Purchasing Decision (Y)	Stability in choosing the type of product	$Y_{1.1}$	0.000	Valid
		$Y_{1.2}$	0.000	Valid
		$Y_{1.3}$	0.000	Valid
	Stability in choosing the number of products	$Y_{2.1}$	0.000	Valid
		$Y_{2.2}$	0.000	Valid
	Stability in choosing payment instruments	$Y_{3.1}$	0.063	Invalid
		$Y_{3.2}$	0.025	Valid
		$Y_{3.3}$	0.041	Valid

4.2 Reliability Test

The reliability test was used to determine the reliability and consistency of the statement items in the questionnaire. Reliable means that the existing statement items when used several times to measure the same object will produce the same data. The questionnaire is considered reliable if the Cronbach's Alpha value is greater than 0.6 (Sugiyono & Susanto, 2015).

Tabel 2: The Result of Reliability Test

Variable	Cronbach's Alpha	Alpha	Remarks
Word of Mouth	0.880	0.6	Reliable
Purchasing Decision	0.612	0.6	Reliable

the number ~~while~~ ~~ge of resp~~ ~~per-~~ ~~dents were~~ ~~nese~~ restaurants in the past six months (See Figure 2). The Japanese restaurants had been visited such as Gyu Kaku (46 respondents), Cocari (37 respondents), Shaburi Kintan Buffet (24 respondents), Hanamasa (13 respondents), Shaburi (6 respondents), Shabu Shabu On Yasai (2 respondents), ~~Sushi (2 respondents), Mr. Sugu (1 respondents), and Kinshabi (1 respondents). The data~~ ~~t more than~~

2. Respond

4.3 Measurement Model

4.3 Respondent Profile

The profile of respondents showed that the number of female respondents was 53 percent, while the male was 47 percent. The majority age of respondents was from 17 to 24 years old. 54 percent were students. 47 percent of respondents were one-time eating in all you can eat Japanese restaurants in the past six months (See Figure 2). The Japanese restaurants had been visited such as Gyu-Kaku (46 respondents), Cocari (37 respondents), Shaburi Kintan Buffet (24 respondents), Hanamasa (13 respondents), Shaburi (6 respondents), Shabu-Shabu On Yasai (2 respondents), Sendai (2 respondents), Mr. Sumo (1 respondents), and Kizahashi (1 respondents). The data shows that there are respondents may visit more than one restaurants.

4.4

Before conducting a simple linear regression test, it is necessary to test the validity and reliability, as well as the classic assumption test. The classic assumption test consists of tests of normality, heteroscedasticity, and linearity. Existing tests were performed using SPSS 22 software. The results of the validity test show that item $Y_{3.1}$ does not meet the criteria so that it is declared invalid and is not included in subsequent tests, while the reliability test results and all classic assumptions have met the existing criteria so that it can be continued in the test of simple linear regression.

A simple linear regression test is done by looking at the value of the coefficients of regression, correlation (R), determination (R^2), the results of the model feasibility test, and the results of hypothesis testing. The results of the simple linear regression test in Table 3 shows the magnitude of the constant regression coefficient of 2.251 and the WOM regression coefficient of 0.407. The value of the constant regression coefficient indicates the value of the purchasing decision variable if the value of the WOM variable is 0, while the regression coefficient value of the WOM variable shows the magnitude of the change in the value of the purchasing decision variable if the value of the WOM variable changes to one unit. The value of the regression coefficient is positive. It shows the direct relationship between WOM and purchasing decisions.

Table 3: Regression Result

Model	Coefficient of Regression	T_{count}	Sig.
Constant	2.251	9.775	0.000
Word of Mouth (X)	0.407	6.930	0.000

4.5 Correlation Relationship Analysis

Table 2 shows the correlation coefficient (R) of 0.573, meaning that the level of closeness of the relationship between WOM and purchasing decisions is quite strong because it is at an interval of 0.400-0.599 (Sugiyono & Susanto, 2015). Table 4 also shows that the coefficient of determination (R^2) in this regression model is 0.322 or 32.2 percent, meaning that the WOM variable's ability to explain or predict changes in the purchasing decision variable is 32.2 percent, while the remaining 67.8 percent is explained by variables other than WOM variables such as product quality, service quality, and restaurant atmosphere.

Table 4: Result of Coefficient of Correlation and Determination

Model	R	R^2	Adjusted R^2	Estimation of Standard Error
1	0.573	0.329	0.322	0.42876

Table 5 shows the results of the feasibility tests of the existing models. A significant value of the regression model of this study is 0.000. This number is smaller than the significance level used which is 0.05, meaning that the regression model used is feasible to explain the effect of the WOM variable on the purchasing decision variable.

Table 5: Model Feasibility Test Results

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	Model is feasible

Table 6 shows that the Sig. of the hypothesis test results obtained are smaller than 0.05 which is equal to 0.000. This means that WOM has a significant influence on purchasing decisions.

Table 6: Hypothesis Test Result

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	Rejected

5. DISCUSSION

The results show that word of mouth has a positive and significant influence on purchasing decisions. The positive effect is proved by the results of the regression test which show the magnitude of the regression coefficient of the word of mouth variable is equal to 0.407. This means that if the value of the word of mouth variable increases by one unit, the value of the purchasing deci-

sion variable will increase by 0.407 or 40.7 percent. In other words, the higher the value of the word of mouth variable, the value of the purchasing decision variable will also be higher. The existence of significant influence is evidenced by the result of hypothesis testing which shows the value of sig of 0.000 is $\leq$ 0.05. So the result has answered the hypothesis in this study. It fulfills the research gap mentioned in the introduction section which is only done in the general restaurants.

The result confirms ces the importance of WOM to influence purchasing decision of consumers especially to the all you can eat Japanese restaurants in Surabaya, Indonesia. It implies that the Japanese restaurants management should consider the role of WOM to the success of their businesses. The Japanese culture and hospitality practiced in those restaurants are important to their customers in Surabaya, Indonesia so as to want to share their experinces and recommend it to others. Creating positive WOM becomes a key role marketing strategy. The all you can eat Japanese restaurants' managers need some factors as suggested by Zhong and Moon (2020) such as perceived price, food, service, and physical environment quality. These will positively affect customer satisfaction. Perceived price can also significantly influence customers' judgement on the quality dimensions of a restaurant. Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Moreover, Uslu (2020) also determined that the service quality dimensions of the restaurants have effects on satisfaction and eWOM. Further, restaurant atmosphere has been found to have a moderating effect on the effect of service quality dimensions on eWOM in restaurants.

This study suggests what Akhmad said previously (2016, para. 2) that Japanese restaurants had some uniquenesses that were not typical of restaurants in other countries, such as waiters who used Kimono and Hachimaki; how waiters greeted guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decoration; as well as the use of fresh raw food ingredients that were processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants had an all you can eat sales system. All you can eat was a sales system with the concept of a buffet that gave consumers the freedom to enjoy the entire menu within a certain time limit, and consumers only needed to pay once with a flat-rate payment system.

The result of this study is in line with previous studies conducted by Hasan (2010 in Pratiwi, 2017), Rahayu and Edward (2014), Oktaviano (2013), Nugraha, Suharyono, and Kusumawati (2015), and Rembon, Mananeke, and Gunawan (2017) which show that word of mouth has a positive and significant influence on purchasing decisions. The level of closeness of the relationship between word of mouth with purchasing decisions in this study is also in line with research conducted by Arda (2017) which shows a fairly strong level of closeness of the relationship. Therefore, the result of this study can be used to strengthen previous research.

6. CONCLUSION AND IMPLICATION

6.1 Conclusion

The result of the analysis and hypothesis testing that has been carried out in this study indicates that word of mouth affects positively the purchasing decisions of all you can eat Japanese restaurant consumers in Surabaya.

6.2 Managerial Implications

This study provides several managerial implications that can be applied by all you can eat Japanese restaurant managers, especially in Surabaya, Indonesia. So it is expected that the existing restaurants can further improve their marketing performance through WOM conducted by consumers. WOM's strong influence cannot be ignored by restaurant management. Restaurant managers must ensure that every consumer gets a satisfying dining experience. The opinions expressed by consumers are positive and can increase the willingness of consumers to provide recommendations to others.

The more positive opinions and recommendations shared are expected to help all you can eat Japanese restaurants to get more consumers. The several methods in the research can be applied such as to increase the speed of the service of the waiter in presenting menus, so that the consumers' time to enjoy is not wasted. Another method that can be applied is to ensure the amount of food and drinks for the self-service menu is sufficient. Moreover, sold out menus should be available on the display table. More and more menus or portions that can be enjoyed by consumers will make these consumers not feel overwhelmed at "All you can eat restaurants". The restaurant manager, especially of the all you can eat Japanese restaurants is expected to be able to create promotions or family meal menus so that it can increase information-sharing activities about the restaurants among families. The results of this study indicate that the mean values for statement items $X_{1.1}$ and $X_{2.1}$ are lower than the mean values for other WOM statement items; and so it can be concluded that the activity of sharing opinions and recommendations to families tends to be lower than to friends and others. Management should include family discount packages (kids under 10 eat for free, for example) on their menus to encourage and increase the weekend foot traffic into the restaurant.

6.3 Limitations

One limitation of this study relates to the generalization of the findings. This study only examined nine all you can eat Japanese restaurants in Surabaya, namely GyuKaku, Cocari, Shaburi Kintan Buffet, Hanamasa, Shaburi, Shabu-Shabu On Yasai, Sendai, Mr. Sumo, and Kizahashi. But there are still many all you can eat Japanese restaurants in Surabaya that have not been studied. Another limitation is that this study only examined the influence between WOM and purchasing decisions. So the result obtained also shows that WOM is only able to explain purchasing decisions by 32.2 percent.

6.4 Future Research Directions

This study provides several suggestions that can be used for further research. Future studies are expected to be able to research in other all you can eat Japanese restaurants that have not been studied. This study has been localized, but perhaps expanding it to other nearby countries or non-Asian countries may present another story on WOM and suggest that these other countries are not heavily influenced by WOM communication. Further research is also expected to further develop research related to purchasing decisions, especially for all you can eat Japanese restaurant consumers not only in Surabaya. Future studies can examine other variables besides word of mouth so that the results of existing studies are more varied.

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<u>**Revision Notes**</u>

Article title: Word of mouth for consumers: All you can eat Japanese restaurants

Reviewer 1

No	Comments	Responses	Page	Paragraph	Editors' comments (office use only)
1	*Why a need to look on the WOM for Japanese restaurants in Surabaya specifically? The authors should provide the big picture of this current research.*	*The big picture of this current research has been added.*	*2* *3* *4* *5*	*1 & 2* *1, 2, & 3* *1 & 2* *1*	
2	*The authors should update the literature.*	*The literatures have been updated.*	*2* *3* *4* *5* *13–15*	*1 & 2* *1 & 3* *1 & 2* *1* *References*	
3	*How was the size sample been determined? Some justification on this would be helpful. You need to justify if the sample size is adequate for your conceptual model.*	*The sample selection and determination have been explained.*	*6*	*1–4, 6*	
4	*Why do not explore the other factor in WOM model?*	*This is an initial research.*			
5	*The results were presented in a very limited way. The discussion should include further discussion on the previous findings in relation to the existing ones. E.g., the differences and your contributions.*	*The discussion has been expanded.*	*11*	*3 & 4*	
6	*No reliability test for the constructs?*	*The validity and reliability test results have been added.*	*8* *9*	*1–3* *1*	

| 7 | *The authors using 9 all you can eat restaurants with 100 respondents? What is the distribution for each individual restaurant* | *The distribution for each individual restaurant is added.* | *9*
10 | *2*
1 | |

Reviewer 2

No	Comments	Responses	Page	Paragraph	Editors' comments (office use only)
1	*Enhance the introduction. Put forward the background of the Japanese restaurants in Surabaya as the motivation of the study.*	*The introduction has been enhanced and the background of the Japanese restaurants in Surabaya as the motivation of the study has been put forward.*	*2* *3*	*1 & 2* *1 & 2*	
2	*The authors should consider some of the literatures here.*	*The recommended literatures have been considered.*	*2* *3* *4* *5*	*1 & 2* *1 & 3* *1 & 2* *1*	
3	*How was the sample selected? And the sample size determination?*	*The sample selection and determination have been explained.*	*5* *6*	*2* *1–4*	
4	*Link the constructs to the literature and also hypothesis. Cite those adopting such model as in this paper.*	*The constructs to the literature and also hypothesis have been linked and cited.*	*6* *7*	*6* *1 & 2*	
5	*Why just explore one hypothesis of factor? How about the remaining dimensions/scales for the WOM?*	*The research has explored based on two dimensions or indicators.*	*6* *7*	*4* *1 & 2*	
6	*The authors should present reliability results at least before moving into model estimation. In other words, the paper need more rigor statistical analysis.*	*The validity and reliability test results have been added.*	*8* *9*	*1–3* *1*	

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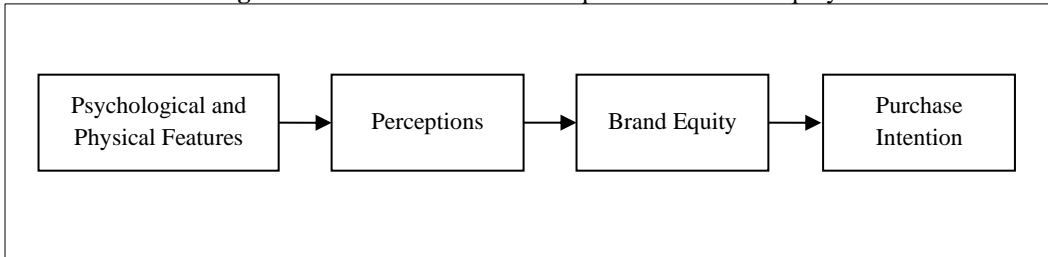
E.g:

Table 1: Correlation between QM and Customer Satisfaction

Constructs	Coefficient Correlation
Customer focus	0.535*
Benchmarking	0.465*
Employee Empowerment	0.423*

Notes: *p< 0.05.

Figure 1: Antecedents and Consequences of Brand Equity

Source: Cobb-Walgren, Ruble and Donthu (1995).

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Professor Dr. Eddy Madiono Sutanto,
School of Business Management,
Petra Christian University,
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WORD OF MOUTH FOR CONSUMERS: ALL-YOU-CAN-EAT JAPANESE RESTAURANTS

Eddy Madiono Sutanto♣
Petra Christian University

John Cox Cary
Marist College

Cynthia Ani Purwanto
Petra Christian University

ABSTRACT

This study aimed to examine and analyze the effect of word of mouth on the purchasing decisions of consumers of all-you-can-eat Japanese restaurants. The type of research was causal quantitative analysis tested using a linear regression test. The sampling technique was purposive sampling. The samples were 100 all-you-can-eat Japanese restaurants consumers in Surabaya, Indonesia. The results showed that word of mouth had a positive and significant influence on purchasing decisions. It was a new study. Thus, this research could help manage the restaurant business, thereby improving the existing marketing performance.

Keywords: word of mouth, restaurant, purchasing decisions, Japanese, behavior.

1. INTRODUCTION

The restaurant business in Surabaya continues to grow and become more popular. The restaurants' growth in Surabaya is almost 20 percent per year ("Restaurants in Surabaya are growing 20 percent per year", 2018, para. 1). It has demanded business people to improve marketing performance, especially regarding consumer behavior.

The number of Japanese restaurants in Surabaya has increased by 204 restaurants during the period of 2012–2018. Japanese restaurants have some uniqueness. That is not typical in other countries' restaurant standards. Such as waiters who use Kimono and Hachimaki; how waiters greet guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decorations; as well as the use of fresh, raw food ingredients that are processed using Japanese special

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spices such as Shoyu, Dashi, and Mirin. Some of the restaurants have an all-you-can-eat sales system. All-you-can-eat is a sales system with the concept of a buffet that gives consumers the freedom to enjoy the entire menu within a specific time limit. Consumers only need to pay once with a flat-rate payment system (Akhmad, 2016, para. 2).

The all-you-can-eat Japanese restaurant proved immensely popular among Surabaya's people. The 2017 BRI Jawa Pos Culinary Award survey proved that the three restaurants that won the Best All-You-Can-Eat category in Surabaya are those that sell Japanese cuisine. The three restaurants are Cocari, Kintan Buffet, and Shaburi Shabu Shabu (Jawapos -culinary, 2018). Why do all-you-can-eat Japanese restaurants become more prevalent in Surabaya, Indonesia? This phenomenon helps explain the attraction by consumers to these types of restaurants.

Aslam, Jadoon, Zaman, and Gondal (2011) stated that the benefits obtained by studying consumer behavior include helping managers in the making make providing theory-based marketing research. It analyzes consumers in making better purchasing decisions. One of the consumer behavior topics that needs to be the focus of business attention is consumer purchasing decisions. Having more excellent knowledge of how consumers make their purchasing decisions will benefit restaurants as to the most efficient marketing strategies.

Research on consumer purchasing decisions in the restaurant business has been standard. These studies show the numerous factors that influence the restaurant consumer purchasing decision variable. These factors include product quality, trust in halal status, service quality, restaurant atmosphere, price, and location in full-service restaurants in Seri Iskandar, Perak, Malaysia (Akbar & Alaudeen, 2012); cultural, social, personal, and psychological aspects of McDonald's restaurant in Surabaya, Indonesia (Adipradja & Listiani, 2015); word of mouth, marketing communication, cultural learning, image, and social status, different experiences, the value of money in upscale ethnic restaurants in New Zealand (Sriwongrat, 2008). Existing research on all-you-can-eat restaurants, especially restaurants that sell Japanese cuisine in Indonesia, has never been done.

Word of mouth (WOM) is one of the factors that affect consumer restaurant purchasing decisions is word of mouth (WOM). Hasan (2010) stated that WOM could be a powerful source of information in influencing purchasing decisions (in Pratiwi, 2017). Personal verbal communication through choice words and recommendations from trusted friends, family, coworkers, and other consumers tend to be more credible than those from commercial sources, such as advertisements or salespeople (Kotler & Armstrong, 2018). WOM can affect one's views, thoughts, and decisions. WOM will be instrumental in marketing products or services for an extended period if the marketers use it properly (Ahmad, Vveinhardt, & Ahmed, 2014). Word of mouth is the ultimate driver of the success of a restaurant, and few studies have examined in detail the focus attributes of WOM towards purchasing decisions (Basri, Ahmad, Anuar, & Ismail, 2016). Schabbink (2019) mentioned that when a customer expresses its customer experience online, it can influence a restaurant either positively or negatively. The effects of negative online reviews on the number

of sales and the restaurant's image are well known. While Siddiqui *et al.* (2021) show that Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, this can lead to shaping the brand image and purchasing intentions. The findings would help companies create a positive brand image to enhance their purchasing intentions through eWOM aroused via SNSs. In contrast, previous studies have studied the restaurant setting. What is interesting about the all-you-can-eat Japanese restaurants to examine is the Japanese culture and hospitality demonstrated in the restaurants.

The above research gap motivates us to know what makes the all-you-can-eat Japanese restaurants in Surabaya, Indonesia become, more popular with their consumers. This research will also examine how WOM influences consumer purchasing decisions.

2. LITERATURE REVIEW

2.1 Consumer Behavior

Rani (2014) stated consumer behavior as the selection, purchasing, and use of products and services to satisfy consumer desires. Schiffman and Wisenblit (2015) stated that consumer behavior was a study of consumer behavior or actions in searching, buying, using, evaluating, and depleting products and services to satisfy consumer needs. These notions indicate that consumer behavior is the act of consumers choosing, buying, using, evaluating, and spending products and services to satisfy the desires and needs of consumers. Zhong and Moon (2020) also found that perceived price, food, service, and physical environment quality positively affected customer satisfaction. Perceived price can significantly influence customers' judgment of the quality dimensions of a restaurant.

Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Happiness is a mediator between satisfaction and loyalty. Additionally, Uslu (2020) determined that the service quality dimensions of the restaurants have effects on satisfaction and eWOM and noted that restaurant atmosphere has a moderating effect on the outcome of service quality dimensions on eWOM in restaurants.

2.2 Word of Mouth

Malau (2017) stated WOM was a form of communication that involves individuals to share information directly with others in verbal form, including face-to-face, telephone, and internet regarding the use of a product. Kotler and Keller (2009) stated that WOM was oral, written, or electronic communication from person to person relating to the benefits or experience of buying or using a product or service. Another point, according to Lovelock (2011), said that WOM was an opinion and recommendation made by consumers about service experience, which had a strong influence on consumer decisions or purchasing behavior (in Andari & Napu, 2016). The above

definitions emphasize that WOM is a communication of sharing opinions and recommendations on the use/purchasing of a product/service from one consumer to other consumers through face-to-face, via telephone, and on the internet. WOM means the extent to which (activity level) communication of sharing opinions and recommendations is carried out and affects others' decision-making process. Huete-Alcocer (2017) highlighted that the rise and spread of internet have led to the emergence of a new form of word of mouth and effectively impacted consumer behavior. Jeong and Jang (2011) also found that restaurant experiences triggered customers to engage in positive electronic word-of-mouth (eWOM), where the quality of restaurant service (food quality, service quality, atmosphere, and price fairness) was the antecedent of eWOM communication. While Jalilvand, Salimipour, Elyasi, and Mohammadi (2017) suggested that food quality, personal interaction quality, environmental quality, and perceived value indirectly influenced WOM behavior of customers through relationship quality as well. Further, Basri *et al.* (2016) concluded that the physical environment quality significantly impacted word of mouth. Ferdinand (2014) suggested indicators of WOM, such as intensity of opinion sharing and intensity of recommendation sharing.

2.3 Purchasing Decision

According to Schiffman (2010), a decision is the choice of two or more choices. In other words, choices must be available to someone when deciding. If someone chooses between making a purchase or not, that person is in a decision-making position. Paendong and Tielung (2016) suggested that purchasing decisions were actions by consumers, whether or not to buy a product. Pertiwi, Yulianto, and Sunarti (2016) said purchasing decision was a process when consumers made an assessment of various choices and chose one or more alternatives needed based on specific considerations in purchasing. This understanding emphasizes that the purchasing decision has two meanings. Purchasing decisions can be a process and result in the selection of various choices of products or services. This understanding shows that the purchasing decision has real value from the consumers' perspective in the selection process. Aslam, Farhat, and Arif (2019) find the positive impact of eWOM and receivers' perspective on customer satisfaction and brand image. Also, customer satisfaction and brand image significantly impact purchasing intention. Their research provides valuable information to marketers, demonstrating how quality websites generate positive word of mouth, which leads to purchasing intention. The purchasing decision is measured by indicators suggested by Arda (2017), which are stability of the type and kind of product choice, stability of the number of product choice, and stability of the means of payment choice.

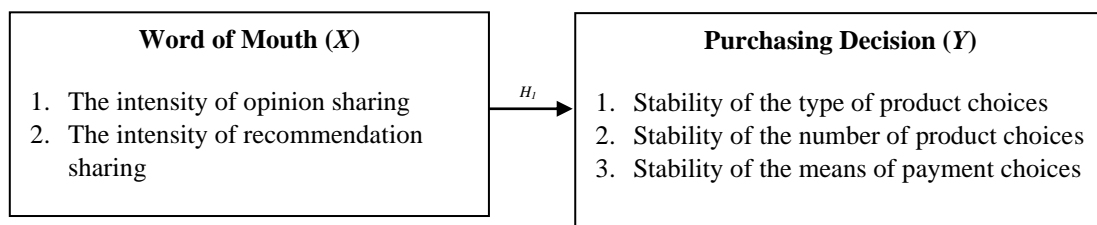## 2.4 WoM Relationship to Purchasing Decision

Several research results have shown that the WOM variable has a positive and significant influence on consumer purchasing decisions. These studies include Rahayu and Edward (2014), Oktaviano (2013), Nugraha, Suharyono, and Kusumawati (2015), Rembon, Mananeke, and Gunawan (2017), and Arda (2017). The research results by Arda (2017) showed that the relationship

between WOM and consumer purchasing decisions was quite strong. In the research of Rahayu and Edward (2014), Nugraha, Suharyono, and Kusumawati (2015), and Rembon, Mananeke, and Gunawan (2017), the level of relationships were relatively strong. Further, Oktaviano's (2013) study showed that relationships are powerful. Huete-Alcocer (2017) highlighted that the rise and spread of internet had led to the emergence of a new form of word of mouth and effectively impacted consumer behavior. Siddiqui *et al.* (2021) also find that Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, which leads to shaping the brand image and purchasing intentions. The studies described above support the development of the following research hypothesis (Figure 1).

H_1: WOM has a positive effect on purchasing decisions.

Figure 1. Research Model

Word of Mouth (X)		**Purchasing Decision (Y)**
1. The intensity of opinion sharing 2. The intensity of recommendation sharing	H_1 →	1. Stability of the type of product choices 2. Stability of the number of product choices 3. Stability of the means of payment choices

Source: Ferdinand (2014), Arda (2017)

3. RESEARCH METHODS

3.1 Sample Selection and Data Collection

The population used in this study included all consumers of all-you-can-eat Japanese restaurants in Surabaya. The sampling technique used in this research is purposive sampling. Purposive sampling is a sampling technique with specific considerations. The consideration used is that the respondent must be over 17 years old and have eaten at an all-you-can-eat Japanese restaurant in Surabaya at least once. Respondents are over the age of 17 because they are considered able to understand and evaluate the statements in the questionnaire. The selected respondents have eaten at an all-you-can-eat Japanese restaurant in Surabaya at least once. It relates to the operational definition of WOM, namely communication, sharing opinions, and recommendations to use/purchasing of a product from one consumer to another through face-to-face, telephone, and the internet. According to Ferdinand (2014), the size of the sample if the total population is unknown can be determined using the following formula:

$$n = (Z^2\alpha) \left\{ \frac{(P \times Q)}{d^2} \right\} = (Z^2\alpha) \left\{ \frac{(50 \times 50)}{10^2} \right\} = 96{,}04$$

Remarks:

n = Number of samples

$Z^2\alpha$ = Z table with a certain level of significance

P = Proportion of the population expected to have certain characteristics

Q = Proportion of the population that is expected not to have certain characteristics

d = Tolerable error rate (expressed in %)

The calculation shows that the minimum number of samples must be 96.04 samples. Therefore, the number of samples in this study is 100 samples. The 100 samples are obtained by distributing 120 questionnaires. It aims to anticipate the existence of returned questionnaires that do not meet the criteria, or the data provided by the respondent is incomplete.

3.2 Measures

The research variables are measured using a Likert scale of five points, ranging from 1 - strongly disagree to 5 - strongly agree. The research model used can be seen in Figure 1.

3.2.1 Measures of Word of Mouth (X)

WOM is a communication of sharing opinions and recommendations on the purchasing/using of a product from one consumer to another through face-to-face, telephone, and internet so that WOM has meaning to what extent (activity level) the communication of sharing opinions and re-commendations is carried out and influences other consumers. So, in this study, the WOM variable will be measured from the level of activity of sharing opinions and recommendations made by consumers, as suggested by Ferdinand (2014). The indicators used are:

1. **Intensity of opinion sharing (X_1)**

   The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product does not cause a higher level of WOM activity (there is no logical causal relationship). This indicator has three statement items, namely:

   a. I talked about the restaurant to my family more than once ($X_{1.1}$)

   b. I talked about the restaurant to my friends more than once ($X_{1.2}$)

   c. I talked about the restaurant to other people more than once ($X_{1.3}$)

2. **Intensity of recommendation sharing (X_2)**

   The higher the intensity of consumers' recommendation sharing on the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' recom-

mendation sharing on purchasing/using a product, the higher the WOM activity level (there is no logical causal relationship). This indicator has three statement items, namely:
a. I recommend eating at the restaurant with my family more than once ($X_{2.1}$)
b. I recommend eating at the restaurant to friends more than once ($X_{2.2}$)
c. I recommend eating at that restaurant to others more than once ($X_{2.3}$)

3.2.2 Measures of Purchasing Decision (Y)

The purchasing decision is a process resulting from various alternative product choices. It will measure the purchasing decision from the extent to which (level) the process and the results of the selection are carried out by the consumer. Arda (2017) suggested that the indicators to measure purchasing decisions are:

1. Stability in choosing the type of product (Y_1)
   The more stable a person is in choosing the product type, the higher the purchasing decision for the product will be. This indicator has three statement items, namely:
   a. I feel good about choosing to eat Japanese BBQ ($Y_{1.1}$)
   b. I feel good about choosing to eat Shabu-shabu ($Y_{1.2}$)
   c. I feel good about choosing to eat Sukiyaki ($Y_{1.3}$)

2. Stability in choosing the number of products (Y_2)
   The more stable a person chooses the number of products, the higher the purchasing decision for the product will be. This indicator has two statement items, namely:
   a. I feel confident in choosing the amount of food and drink that I want ($Y_{2.1}$)
   b. I feel confident in choosing the amount of food and drink according to what I need ($Y_{2.2}$)

3. Stability in choosing payment instruments (Y_3)
   The more stable a person chooses the means of payment for the product, the higher the purchasing decision will also be. This indicator has three statement items, namely:
   a. I feel confident in making payments by cash ($Y_{3.1}$)
   b. I feel good about making payments with a debit card ($Y_{3.2}$)
   c. I feel confident in making payments by credit card ($Y_{3.3}$)

4.   DATA ANALYSIS

4.1 Validity Test

The validity test in this study is on statement items obtained from 100 respondents. The statement is valid if the value of Sig is less than 0.05 (Sugiyono & Susanto, 2015).
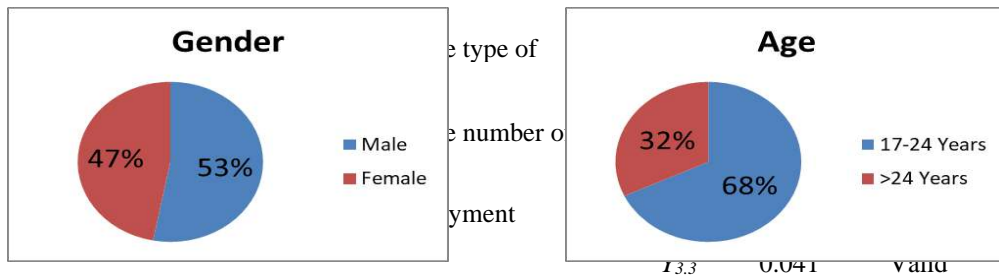
Table 1 shows that the statements have a sig value below 0.05, except for the statement item $Y_{3.1}$, which has a value of sig 0.063, so the statement is declared invalid. Item $Y_{3.1}$ is invalid because the prices offered by all-you-can-eat Japanese restaurants in Surabaya are premium, so consumers choose to make payments by debit or credit cards. If the consumer makes a payment
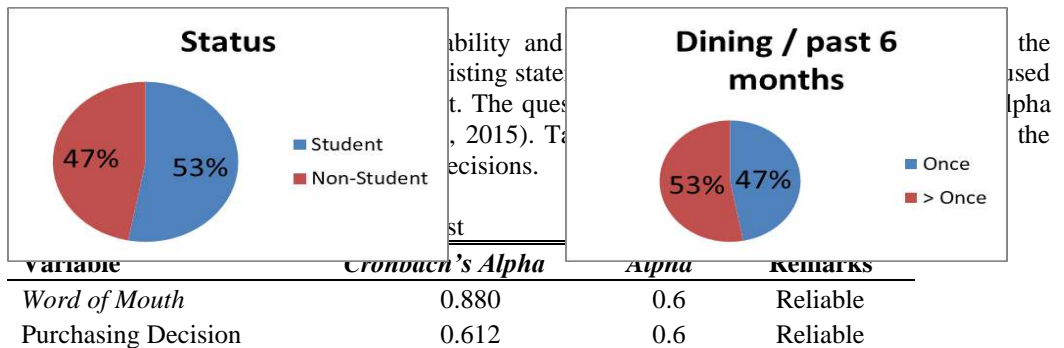
with cash, the consumer must retake cash at the Automatic Teller Machine to fill the cash supply in the wallet. It discards invalid statements ($Y_{3.1}$), so it does not include in the next test.

Table 1: The Result of the Validity Test

Variable	Indicator	Items	Sig.	Remarks
	The intensity of opinion sharing	$X_{1.1}$	0.000	Valid
		$X_{1.2}$	0.000	Valid
Word of		$X_{1.3}$	0.000	Valid
Mouth	The intensity of recommendation sharing	$X_{2.1}$	0.000	Valid
(X)		$X_{2.2}$	0.000	Valid
		$X_{2.3}$	0.000	Valid

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$Y_{3.3}$ 0.041   Valid

4.2 Reliability Test

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Variable	Cronbach's Alpha	Alpha	Remarks
Word of Mouth	0.880	0.6	Reliable
Purchasing Decision	0.612	0.6	Reliable

Figure 2. Respondent Profile

8

4.3   Measurement Model

4.3 Respondent Profile

The profile of respondents showed that the number of female respondents was 53 percent, while the number of the male was 47 percent. The majority age of respondents was from 17 to 24 years old. 54 percent were students. Forty-seven percent of respondents were one-time eating in all-you-can-eat Japanese restaurants in the past six months (See Figure 2). The Japanese restaurants had been visited such as Gyu-Kaku (46 respondents), Cocari (37 respondents), Shaburi Kintan Buffet (24 respondents), Hanamasa (13 respondents), Shaburi (6 respondents), Shabu-Shabu on Yasai (2 respondents), Sendai (2 respondents), Mr. Sumo (1 respondent), and Kizahashi (1 respondent). The data shows that some respondents may visit more than one restaurant.

Before conducting a simple linear regression test, it is necessary to test the validity and reliability, as well as the classic assumption test. The classic assumption test consists of tests such as normality, heteroscedasticity, and linearity. Existing tests use SPSS 22 software. The validity test results show that item $Y_{3.1}$ does not meet the criteria. It is invalid and is not included in subsequent tests, while the reliability test results and all classic assumptions have met the existing criteria. It can continue in the test of simple linear regression.

A simple linear regression test looks at the value of the coefficients of regression, correlation (R), determination (R^2), the results of the model feasibility test, and the results of the hypothesis testing. The simple linear regression test in Table 3 shows the magnitude of the constant regression coefficient of 2.251 and the WOM regression coefficient of 0.407. The value of the constant regression coefficient indicates the value of the purchasing decision variable if the value

of the WOM variable is 0. In contrast, the regression coefficient value of the WOM variable shows the magnitude of the change in the value of the purchasing decision variable if the value of the WOM variable changes to one unit. The value of the regression coefficient is positive. It shows the direct relationship between WOM and purchasing decisions.

Table 3: Regression Result

Model	Coefficient of Regression	T_{-count}	Sig.
Constant	2.251	9.775	0.000
Word of Mouth (X)	0.407	6.930	0.000

4.5 Correlation Relationship Analysis

Table 2 shows the correlation coefficient (R) of 0.573, meaning that the level of closeness of the relationship between WOM and purchasing decisions is quite strong because it is at an interval of 0.400-0.599 (Sugiyono & Susanto, 2015). Table 4 also shows that the coefficient of determination (R^2) in this regression model is 0.322 or 32.2 percent, meaning that the WOM variable's ability to explain or predict changes in the purchasing decision variable is 32.2 percent. The remaining 67.8 percent of other variables include product quality, service quality, and restaurant atmosphere.

Table 4: Result of Coefficient of Correlation and Determination

Model	R	R^2	Adjusted R^2	Estimation of Standard Error
1	0.573	0.329	0.322	0.42876

Table 5 shows the results of the feasibility tests of the existing models. A significant value of the regression model of this study is 0.000. This number is smaller than the significance level, which is 0.05, meaning that the regression model used is feasible to explain the effect of the WOM variable on the purchasing decision variable.

Table 5: Model Feasibility Test Results

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	Model is feasible

Table 6 shows that the Sig. of the hypothesis test results obtained are smaller than 0.05, equal to 0.000. It means that WOM has a significant influence on purchasing decisions.

Table 6: Hypothesis Test Result

Variable	Sig.	Criteria	Conclusion

Word of Mouth (X)	0.000	< 0.05	Rejected

5. DISCUSSION

The results show that word of mouth positively and significantly influences purchasing decisions. The results of the regression test prove the positive effect, which shows the magnitude of the regression coefficient of the word of mouth variable is equal to 0.407. It means that if the value of the word of mouth variable increases by one unit, the value of the purchasing decision variable will increase by 0.407 or 40.7 percent. In other words, the higher the value of the word of mouth variable, the value of the purchasing decision variable will also be higher. The result of hypothesis testing shows the value of Sig of 0.000 is $\leq$ 0.05. So, the result has answered the hypothesis in this study. It proves the existence of significant influence. It only fulfills the research gap mentioned in the introduction in the available restaurants.

The result confirms the importance of WOM in influencing consumers' purchasing decisions, especially in the all-you-can-eat Japanese restaurants in Surabaya, Indonesia. It implies that the Japanese restaurant management should consider the role of WOM in the success of their businesses. The Japanese culture and hospitality practiced in those restaurants are essential to their customers in Surabaya, Indonesia, to want to share their experiences and recommend them to others. Creating positive WOM becomes a key role in marketing strategy. The all-you-can-eat Japanese restaurant managers need some factors, as suggested by Zhong and Moon (2020), such as perceived price, food, service, and physical environment quality. These will positively affect customer satisfaction. Perceived price can also significantly influence customers' judgment of the quality dimensions of a restaurant.
Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Moreover, Uslu (2020) also determined that the service quality dimensions of the restaurants affect satisfaction and eWOM. Further, restaurant atmosphere moderates the effect of service quality dimensions on eWOM in restaurants.

This study suggests what Akhmad said previously (2016, para. 2). Japanese restaurants had some uniqueness. Such as waiters who use Kimono and Hachimaki; how waiters greeted guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decoration; as well as the use of fresh raw food ingredients that were processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants had an all-you-can-eat sales system. All-you-can-eat was a sales system with the concept of a buffet that gave consumers the freedom to enjoy the entire menu within a specific time limit, and consumers only needed to pay once with a flat-rate payment system.

The result of this study is in line with previous studies conducted by Hasan (2010 in Pratiwi, 2017), Rahayu and Edward (2014), Oktaviano (2013), Nugraha, Suharyono, and Kusumawati

(2015), and Rembon, Mananeke, and Gunawan (2017) which show that word of mouth has a positive and significant influence on purchasing decisions. The level of closeness of the relationship between word of mouth with purchasing decisions in this study is also in line with research conducted by Arda (2017), which shows a reasonably strong level of closeness of the relationship. Therefore, the result of this study strengthens previous research.

6. CONCLUSION AND IMPLICATION

6.1 Conclusion

The result of the analysis and hypothesis testing indicates that word of mouth positively affects the purchasing decisions of all-you-can-eat Japanese restaurant consumers in Surabaya.

6.2 Managerial Implications

This study provides several managerial implications that can be applied by all-you-can-eat Japanese restaurant managers, especially in Surabaya, Indonesia. So, the existing restaurants can further improve their marketing performance through WOM conducted by consumers. Restaurant management should consider WOM's strong influence. Restaurant managers must ensure that every consumer gets a satisfying dining experience. The opinions expressed by consumers are positive and can increase the willingness of consumers to provide recommendations to others.

The more positive opinions and recommendations shared help all-you-can-eat Japanese restaurants to get more consumers. Several methods in the research can be applied to increase the service speed of the waiter in presenting menus to consumers. Another method that can be applied is to ensure the amount of food and drinks for the self-service menu is sufficient. Moreover, sold-out menus should be available on the display table. More and more menus or portions that consumers can enjoy will make these consumers not feel overwhelmed at "All you can eat restaurants ."The restaurant manager, especially of the all-you-can-eat Japanese restaurants, is expected to be able to create promotions or family meal menus so that it can increase information-sharing activities about the restaurants among families. The results of this study indicate that the mean values for statement items $X_{1.1}$ and $X_{2.1}$ are lower than the mean values for other WOM statement items; so, the activity of sharing opinions and recommendations to families tends to be lower than to friends and others. Management should include family discount packages (kids under ten eat for free, for example) on their menus to encourage and increase the weekend foot traffic into the restaurant.

6.3 Limitations

One limitation of this study relates to the generalization of the findings. This study only examined nine all-you-can-eat Japanese restaurants in Surabaya, namely GyuKaku, Cocari, Shaburi Kintan Buffet, Hanamasa, Shaburi, Shabu-Shabu on Yasai, Sendai, Mr. Sumo, and Kizahashi. Nevertheless, there are still many all-you-can-eat Japanese restaurants in Surabaya that have not been studied. Another limitation is that this study only examined the influence between WOM and purchasing decisions. So, the result also shows that WOM can only explain purchasing decisions by 32.2 percent.

6.4 Future Research Directions

This study provides several suggestions for further research. Future studies can research the other all-you-can-eat Japanese restaurants. Conceivably expanding the study to nearby or non-Asian countries may present a different result on WOM. It may also suggest other factors. Further research can develop further research related to purchasing decisions, especially for all-you-can-eat Japanese restaurant consumers, not only in Surabaya. Future studies can examine other variables besides WOM so that the results of existing studies vary more.

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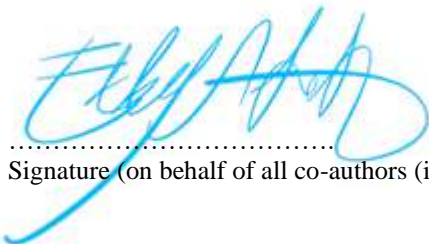
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September 22, 2022
Date

6. Bukti Konfirmasi Hasil Telaah dan Hasil Telaah Kedua (17/11/2022)

Further correction: IJBS-Urgent

Inbox

E

Evan Lau Poh Hock <lphevan@unimas.my>   Thu, Nov 17, 2022, 10:12 PM

to me

Dear Dr Eddy

Attached are necessary corrections to be amended only in the **attached file h**ere. Return to me by or before **20/11/2022. Do not change the format and the name of the file.**

Thanks

Evan

Amendments required for Paper 22 (Word of Mouth for Consumers…)

1. Please check the ***author(s) name*** are in the correct IJBS format which are the first name first then followed by the surname.

2. Under ***Section 4.3 Measurement Model***, please insert your model. Model cannot be found anywhere.

3. Incomplete reference (in the ***REFERENCES list***)
   (PLEASE INSERT *"doi"* for all the ARTICLES, it is a DNA for the article itself)
   i. Jawaposculinary. (2018). Instagram. Retrieved from https://www.instagram.com/ jawaposculinary/?hl=en. **(Kindly provide the proper APA 7ᵗʰ edition format on citing an Instagram)**
      Example:
      Philadelphia Museum Art [@philamuseum]. (2019, December 3). *It's always wonderful to walk in and see my work in a collection where it's loved, and where people are* **[Photograph]. Instagram. https:www.instagram.com/p/B5oDnnNhOt4/**
   ii. Pratiwi, Y. R. (2017). Pengaruh word of mouth communication terhadap keputusan pembelian konsumen pada Boardgame Lounge Smart Cafe Pekanbaru. Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau, 4(1), 1–15. **(Kindly check again for the author(s). There are 2 authors for this article. Please make necessary correction to the reference and in-text citation).**
   iii. Schiffman, L. G. (2010). Consumer behavior (10th ed.). Prentice Hall, Pearson Education Inc. **(Kindly check again for the author(s). There are 3 authors for this article. Please make necessary correction to the reference and in-text citation).**

4. ***In-text without reference***. Kindly add all the references for the following in-text citation.
   i. Hasan (2010)
   ii. Lovelock (2011)

WORD OF MOUTH FOR CONSUMERS: ALL-YOU-CAN-EAT JAPANESE RESTAURANTS

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ABSTRACT

This study aimed to examine and analyze the effect of word of mouth on the purchasing decisions of consumers of all-you-can-eat Japanese restaurants. The type of research was causal quantitative analysis tested using a linear regression test. The sampling technique was purposive sampling. The samples were 100 all-you-can-eat Japanese restaurants consumers in Surabaya, Indonesia. The results showed that word of mouth had a positive and significant influence on purchasing decisions. It was a new study. Thus, this research could help manage the restaurant business, thereby improving the existing marketing performance.

Keywords: Word of mouth, Restaurant, Purchasing decisions, Japanese, Behavior.

1. INTRODUCTION

The restaurant business in Surabaya continues to grow and become more popular. The restaurants' growth in Surabaya is almost 20 percent per year (Restoran di Surabaya tumbuh 20 persen per tahun, 2018, para. 1). It has demanded business people to improve marketing performance, especially regarding consumer behavior.

The number of Japanese restaurants in Surabaya has increased by 204 restaurants during the period of 2012–2018. Japanese restaurants have some uniqueness. That is not typical in other countries' restaurant standards. Such as waiters who use Kimono and Hachimaki; how waiters greet guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decorations; as well as the use of fresh, raw food ingredients that are processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants have an all-you-can-eat sales system. All-you-can-eat is a sales system with the concept of a buffet that gives consumers the freedom to enjoy

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the entire menu within a specific time limit. Consumers only need to pay once with a flat-rate payment system (Akhmad, 2016, para. 2).

The all-you-can-eat Japanese restaurant proved immensely popular among Surabaya's people. The 2017 BRI Jawa Pos Culinary Award survey proved that the three restaurants that won the Best All-You-Can-Eat category in Surabaya are those that sell Japanese cuisine. The three restaurants are Cocari, Kintan Buffet, and Shaburi Shabu Shabu (Jawaposculinary, 2018). Why do all-you-can-eat Japanese restaurants become more prevalent in Surabaya, Indonesia? This phenomenon helps explain the attraction by consumers to these types of restaurants.

Aslam, Jadoon, Zaman, and Gondal (2011) stated that the benefits obtained by studying consumer behavior include helping managers in the making make providing theory-based marketing research. It analyzes consumers in making better purchasing decisions. One of the consumer behavior topics that needs to be the focus of business attention is consumer purchasing decisions. Having more excellent knowledge of how consumers make their purchasing decisions will benefit restaurants as to the most efficient marketing strategies.

Research on consumer purchasing decisions in the restaurant business has been standard. These studies show the numerous factors that influence the restaurant consumer purchasing decision variable. These factors include product quality, trust in halal status, service quality, restaurant atmosphere, price, and location in full-service restaurants in Seri Iskandar, Perak, Malaysia (Akbar & Alaudeen, 2012); cultural, social, personal, and psychological aspects of McDonald's restaurant in Surabaya, Indonesia (Adipradja & Listiani, 2015); word of mouth, marketing communication, cultural learning, image, and social status, different experiences, the value of money in upscale ethnic restaurants in New Zealand (Sriwongrat, 2008). Existing research on all-you-can-eat restaurants, especially restaurants that sell Japanese cuisine in Indonesia, has never been done.

Word of mouth (WOM) is one of the factors that affect consumer restaurant purchasing decisions is word of mouth (WOM). Hasan (2010) stated that WOM could be a powerful source of information in influencing purchasing decisions (Pratiwi, 2017). Personal verbal communication through choice words and recommendations from trusted friends, family, coworkers, and other consumers tend to be more credible than those from commercial sources, such as advertisements or salespeople (Kotler & Armstrong, 2018). WOM can affect one's views, thoughts, and decisions. WOM will be instrumental in marketing products or services for an extended period if the marketers use it properly (Ahmad, Vveinhardt, & Ahmed, 2014). Word of mouth is the ultimate driver of the success of a restaurant, and few studies have examined in detail the focus attributes of WOM towards purchasing decisions (Basri, Ahmad, Anuar, & Ismail, 2016). Schabbink (2019) mentioned that when a customer expresses its customer experience online, it can influence a restaurant either positively or negatively. The effects of negative online reviews on the number of sales and the restaurant's image are well known. While Siddiqui et al. (2021) show that Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, this can lead to shaping the brand image and purchasing intentions. The findings would help companies create a positive brand image to enhance their purchasing intentions through eWOM aroused via SNSs. In contrast, previous studies have studied the restaurant setting. What is interesting about the all-you-can-eat Japanese restaurants to examine is the Japanese culture and hospitality demonstrated in the restaurants.

The above research gap motivates us to know what makes the all-you-can-eat Japanese restaurants in Surabaya, Indonesia become, more popular with their consumers. This research will also examine how WOM influences consumer purchasing decisions.

2. LITERATURE REVIEW

2.1. *Consumer Behavior*

Rani (2014) stated consumer behavior as the selection, purchasing, and use of products and services to satisfy consumer desires. Schiffman and Wisenblit (2015) stated that consumer behavior was a study of consumer behavior or actions in searching, buying, using, evaluating, and depleting products and services to satisfy consumer needs. These notions indicate that consumer behavior is the act of consumers choosing, buying, using, evaluating, and spending products and services to satisfy the desires and needs of consumers. Zhong and Moon (2020) also found that perceived price, food, service, and physical environment quality positively affected customer satisfaction. Perceived price can significantly influence customers' judgment of the quality dimensions of a restaurant.

Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Happiness is a mediator between satisfaction and loyalty. Additionally, Uslu (2020) determined that the service quality dimensions of the restaurants have effects on satisfaction and eWOM and noted that restaurant atmosphere has a moderating effect on the outcome of service quality dimensions on eWOM in restaurants.

2.2. *Word of Mouth*

Malau (2017) stated WOM was a form of communication that involves individuals to share information directly with others in verbal form, including face-to-face, telephone, and internet regarding the use of a product. Kotler and Keller (2009) stated that WOM was oral, written, or electronic communication from person to person relating to the benefits or experience of buying or using a product or service. Another point, according to Lovelock (2011), said that WOM was an opinion and recommendation made by consumers about service experience, which had a strong influence on consumer decisions or purchasing behavior (Andari & Napu, 2016). The above definitions emphasize that WOM is a communication of sharing opinions and recommendations on the use/purchasing of a product/service from one consumer to other consumers through face-to-face, via telephone, and on the internet. WOM means the extent to which (activity level) communication of sharing opinions and recommendations is carried out and affects others' decision-making process. Huete-Alcocer (2017) highlighted that the rise and spread of internet have led to the emergence of a new form of word of mouth and effectively impacted consumer behavior. Jeong and Jang (2011) also found that restaurant experiences triggered customers to engage in positive electronic word-of-mouth (eWOM), where the quality of restaurant service (food quality, service quality, atmosphere, and price fairness) was the antecedent of eWOM communication. While Jalilvand, Salimipour, Elyasi, and Mohammadi (2017) suggested that food quality, personal interaction quality, environmental quality, and perceived value indirectly influenced WOM behavior of customers through relationship quality as well. Further, Basri et al. (2016) concluded that the physical environment quality significantly impacted word of mouth. Ferdinand (2014)

suggested indicators of WOM, such as intensity of opinion sharing and intensity of recommendation sharing.

2.3. Purchasing Decision

According to Schiffman (2010), a decision is the choice of two or more choices. In other words, choices must be available to someone when deciding. If someone chooses between making a purchase or not, that person is in a decision-making position. Paendong and Tielung (2016) suggested that purchasing decisions were actions by consumers, whether or not to buy a product. Pertiwi, Yulianto, and Sunarti (2016) said purchasing decision was a process when consumers made an assessment of various choices and chose one or more alternatives needed based on specific considerations in purchasing. This understanding emphasizes that the purchasing decision has two meanings. Purchasing decisions can be a process and result in the selection of various choices of products or services. This understanding shows that the purchasing decision has real value from the consumers' perspective in the selection process. Aslam, Farhat, and Arif (2019) find the positive impact of eWOM and receivers' perspective on customer satisfaction and brand image. Also, customer satisfaction and brand image significantly impact purchasing intention. Their research provides valuable information to marketers, demonstrating how quality websites generate positive word of mouth, which leads to purchasing intention. The purchasing decision is measured by indicators suggested by Arda (2017), which are stability of the type and kind of product choice, stability of the number of product choice, and stability of the means of payment choice.
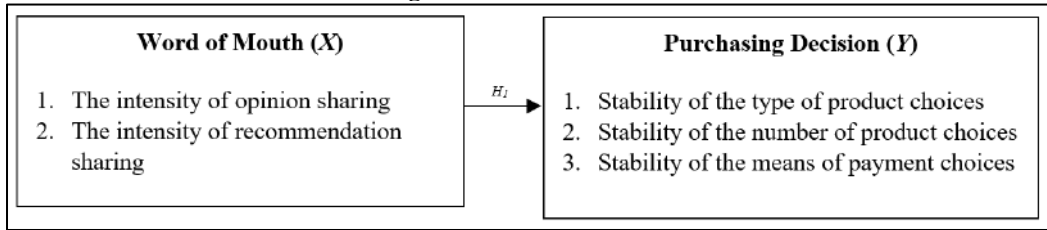
2.4. WoM Relationship to Purchasing Decision

Several research results have shown that the WOM variable has a positive and significant influence on consumer purchasing decisions. These studies include Rahayu and Edward (2014), Oktaviano (2013), Nugraha, Suharyono, and Kusumawati (2015), Rembon, Mananeke, and Gunawan (2017), and Arda (2017). The research results by Arda (2017) showed that the relationship between WOM and consumer purchasing decisions was quite strong. In the research of Rahayu and Edward (2014), Nugraha et al. (2015), and Rembon et al. (2017), the level of relationships were relatively strong. Further, Oktaviano's (2013) study showed that relationships are powerful. Huete-Alcocer (2017) highlighted that the rise and spread of internet had led to the emergence of a new form of word of mouth and effectively impacted consumer behavior. Siddiqui et al. (2021) also find that Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, which leads to shaping the brand image and purchasing intentions. The studies described above support the development of the following research hypothesis (Figure 1).

H₁: WOM has a positive effect on purchasing decisions.

Figure 1. Research Model

Word of Mouth (X)		Purchasing Decision (Y)

Word of Mouth (X)

1. The intensity of opinion sharing
2. The intensity of recommendation sharing

H_1 →

Purchasing Decision (Y)

1. Stability of the type of product choices
2. Stability of the number of product choices
3. Stability of the means of payment choices

Source: Ferdinand (2014), Arda (2017).

3. RESEARCH METHODS

3.1. Sample Selection and Data Collection

The population used in this study included all consumers of all-you-can-eat Japanese restaurants in Surabaya. The sampling technique used in this research is purposive sampling. Purposive sampling is a sampling technique with specific considerations. The consideration used is that the respondent must be over 17 years old and have eaten at an all-you-can-eat Japanese restaurant in Surabaya at least once. Respondents are over the age of 17 because they are considered able to understand and evaluate the statements in the questionnaire. The selected respondents have eaten at an all-you-can-eat Japanese restaurant in Surabaya at least once. It relates to the operational definition of WOM, namely communication, sharing opinions, and recommendations to use/purchasing of a product from one consumer to another through face-to-face, telephone, and the internet. According to Ferdinand (2014), the size of the sample if the total population is unknown can be determined using the following formula:

$$n = (Z^2\alpha)\left\{\frac{(P \times Q)}{d^2}\right\} = (Z^2\alpha)\left\{\frac{50 \times 50}{10^2}\right\} = 96.04$$

Remarks:
n = Number of samples
$Z^2\alpha$ = Z table with a certain level of significance
P = Proportion of the population expected to have certain characteristics
Q = Proportion of the population that is expected not to have certain characteristics
d = Tolerable error rate (expressed in %)

The calculation shows that the minimum number of samples must be 96.04 samples. Therefore, the number of samples in this study is 100 samples. The 100 samples are obtained by distributing 120 questionnaires. It aims to anticipate the existence of returned questionnaires that do not meet the criteria, or the data provided by the respondent is incomplete.

3.2. Measures

The research variables are measured using a Likert scale of five points, ranging from 1 - strongly disagree to 5 - strongly agree. The research model used can be seen in Figure 1.

3.2.1. Measures of Word of Mouth (X)

WOM is a communication of sharing opinions and recommendations on the purchasing/using of a product from one consumer to another through face-to-face, telephone, and internet so that WOM has meaning to what extent (activity level) the communication of sharing opinions and recommendations is carried out and influences other consumers. So, in this study, the WOM variable will be measured from the level of activity of sharing opinions and recommendations made by consumers, as suggested by Ferdinand (2014). The indicators used are:

1. **Intensity of opinion sharing (X_1)**
   The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product does not cause a higher level of WOM activity (there is no logical causal relationship). This indicator has three statement items, namely:
   a. I talked about the restaurant to my family more than once ($X_{1.1}$)
   b. I talked about the restaurant to my friends more than once ($X_{1.2}$)
   c. I talked about the restaurant to other people more than once ($X_{1.3}$)

2. **Intensity of recommendation sharing (X_2)**
   The higher the intensity of consumers' recommendation sharing on the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' recommendation sharing on purchasing/using a product, the higher the WOM activity level (there is no logical causal relationship). This indicator has three statement items, namely:
   a. I recommend eating at the restaurant with my family more than once ($X_{2.1}$)
   b. I recommend eating at the restaurant to friends more than once ($X_{2.2}$)
   c. I recommend eating at that restaurant to others more than once ($X_{2.3}$)

3.2.2. Measures of Purchasing Decision (Y)

The purchasing decision is a process resulting from various alternative product choices. It will measure the purchasing decision from the extent to which (level) the process and the results of the selection are carried out by the consumer. Arda (2017) suggested that the indicators to measure purchasing decisions are:

1. **Stability in choosing the type of product (Y_1)**
   The more stable a person is in choosing the product type, the higher the purchasing decision for the product will be. This indicator has three statement items, namely:
   a. I feel good about choosing to eat Japanese BBQ ($Y_{1.1}$)
   b. I feel good about choosing to eat Shabu-shabu ($Y_{1.2}$)
   c. I feel good about choosing to eat Sukiyaki ($Y_{1.3}$)

2. **Stability in choosing the number of products (Y_2)**
   The more stable a person chooses the number of products, the higher the purchasing decision for the product will be. This indicator has two statement items, namely:
   a. I feel confident in choosing the amount of food and drink that I want ($Y_{2.1}$)
   b. I feel confident in choosing the amount of food and drink according to what I need ($Y_{2.2}$)

3. **Stability in choosing payment instruments (Y_3)**

   The more stable a person chooses the means of payment for the product, the higher the purchasing decision will also be. This indicator has three statement items, namely:

   a. I feel confident in making payments by cash ($Y_{3.1}$)

   b. I feel good about making payments with a debit card ($Y_{3.2}$)

   c. I feel confident in making payments by credit card ($Y_{3.3}$)

4. DATA ANALYSIS

4.1. Validity Test

The validity test in this study is on statement items obtained from 100 respondents. The statement is valid if the value of Sig is less than 0.05 (Sugiyono & Susanto, 2015).

Table 1 shows that the statements have a sig value below 0.05, except for the statement item $Y_{3.1,}$ which has a value of sig 0.063, so the statement is declared invalid. Item $Y_{3.1}$ is invalid because the prices offered by all-you-can-eat Japanese restaurants in Surabaya are premium, so consumers choose to make payments by debit or credit cards. If the consumer makes a payment with cash, the consumer must retake cash at the Automatic Teller Machine to fill the cash supply in the wallet. It discards invalid statements ($Y_{3.1}$), so it does not include in the next test.

Table 1: The Result of the Validity Test

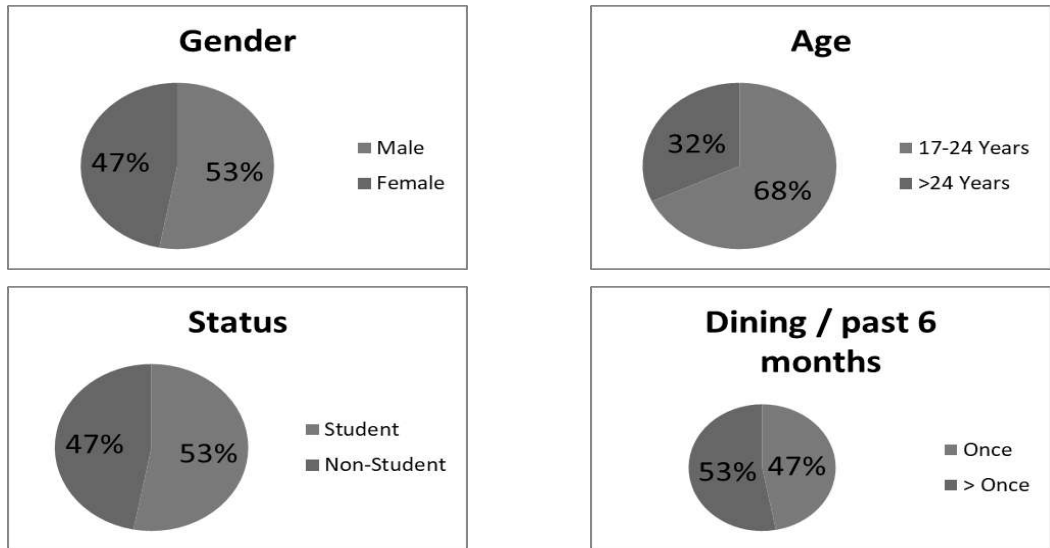| Variable	Indicator	*Items*	*Sig.*	**Remarks**
		$X_{1.1}$	0.000	Valid
	The intensity of opinion sharing	$X_{1.2}$	0.000	Valid
Word of Mouth		$X_{1.3}$	0.000	Valid
(X)		$X_{2.1}$	0.000	Valid
	The intensity of recommendation sharing	$X_{2.2}$	0.000	Valid
		$X_{2.3}$	0.000	Valid
		$Y_{1.1}$	0.000	Valid
	Stability in choosing the type of product	$Y_{1.2}$	0.000	Valid
		$Y_{1.3}$	0.000	Valid
Purchasing		$Y_{2.1}$	0.000	Valid
Decision	Stability in choosing the number of products	$Y_{2.2}$	0.000	Valid
(Y)		$Y_{3.1}$	0.063	Invalid
	Stability in choosing payment instruments	$Y_{3.2}$	0.025	Valid
		$Y_{3.3}$	0.041	Valid

4.2. Reliability Test

The reliability test determines the reliability and consistency of the statement items in the questionnaire. Reliable means that the existing statement items produce the same data when used several times to measure the same object. The questionnaire is reliable if the Cronbach's Alpha

value exceeds 0.6 (Sugiyono & Susanto, 2015). Table 2 shows the validity test results for the variable word of mouth and purchasing decisions.

Table 2: The Result of the Reliability Test

Variable	Cronbach's Alpha	Alpha	Remarks
Word of Mouth	0.880	0.6	Reliable
Purchasing Decision	0.612	0.6	Reliable

Figure 2. Respondent Profile

4.3. Measurement Model

4.4. Respondent Profile

The profile of respondents showed that the number of female respondents was 53 percent, while the number of the male was 47 percent. The majority age of respondents was from 17 to 24 years old. 54 percent were students. Forty-seven percent of respondents were one-time eating in all-you-can-eat Japanese restaurants in the past six months (See Figure 2). The Japanese restaurants had been visited such as Gyu-Kaku (46 respondents), Cocari (37 respondents), Shaburi Kintan Buffet (24 respondents), Hanamasa (13 respondents), Shaburi (6 respondents), Shabu-Shabu on Yasai (2 respondents), Sendai (2 respondents), Mr. Sumo (1 respondent), and Kizahashi (1 respondent). The data shows that some respondents may visit more than one restaurant.

Before conducting a simple linear regression test, it is necessary to test the validity and reliability, as well as the classic assumption test. The classic assumption test consists of tests such as normality, heteroscedasticity, and linearity. Existing tests use SPSS 22 software. The validity test results show that item $Y_{3.1}$ does not meet the criteria. It is invalid and is not included in subsequent tests, while the reliability test results and all classic assumptions have met the existing criteria. It can continue in the test of simple linear regression.

A simple linear regression test looks at the value of the coefficients of regression, correlation (R), determination (R^2), the results of the model feasibility test, and the results of the hypothesis testing. The simple linear regression test in Table 3 shows the magnitude of the constant regression coefficient of 2.251 and the WOM regression coefficient of 0.407. The value of the constant regression coefficient indicates the value of the purchasing decision variable if the value of the WOM variable is 0. In contrast, the regression coefficient value of the WOM variable shows the magnitude of the change in the value of the purchasing decision variable if the value of the WOM variable changes to one unit. The value of the regression coefficient is positive. It shows the direct relationship between WOM and purchasing decisions.

Table 3: Regression Result

Model	Coefficient of Regression	T_{-count}	Sig.
Constant	2.251	9.775	0.000
Word of Mouth (X)	0.407	6.930	0.000

4.5. *Correlation Relationship Analysis*

Table 2 shows the correlation coefficient (R) of 0.573, meaning that the level of closeness of the relationship between WOM and purchasing decisions is quite strong because it is at an interval of 0.400-0.599 (Sugiyono & Susanto, 2015). Table 4 also shows that the coefficient of determination (R^2) in this regression model is 0.322 or 32.2 percent, meaning that the WOM variable's ability to explain or predict changes in the purchasing decision variable is 32.2 percent. The remaining 67.8 percent of other variables include product quality, service quality, and restaurant atmosphere.

Table 4: Result of Coefficient of Correlation and Determination

Model	R	R^2	Adjusted R^2	Estimation of Standard Error
1	0.573	0.329	0.322	0.42876

Table 5 shows the results of the feasibility tests of the existing models. A significant value of the regression model of this study is 0.000. This number is smaller than the significance level, which is 0.05, meaning that the regression model used is feasible to explain the effect of the WOM variable on the purchasing decision variable.

Table 5: Model Feasibility Test Results

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	Model is feasible

Table 6 shows that the Sig. of the hypothesis test results obtained are smaller than 0.05, equal to 0.000. It means that WOM has a significant influence on purchasing decisions.

Table 6: Hypothesis Test Result

Variable	Sig.	Criteria	Conclusion
Word of Mouth (*X*)	0.000	< 0.05	Rejected

5.   DISCUSSION

The results show that word of mouth positively and significantly influences purchasing decisions. The results of the regression test prove the positive effect, which shows the magnitude of the regression coefficient of the word-of-mouth variable is equal to 0.407. It means that if the value of the word-of-mouth variable increases by one unit, the value of the purchasing decision variable will increase by 0.407 or 40.7 percent. In other words, the higher the value of the word-of-mouth variable, the value of the purchasing decision variable will also be higher. The result of hypothesis testing shows the value of Sig of 0.000 is ≤ 0.05. So, the result has answered the hypothesis in this study. It proves the existence of significant influence. It only fulfills the research gap mentioned in the introduction in the available restaurants.

The result confirms the importance of WOM in influencing consumers' purchasing decisions, especially in the all-you-can-eat Japanese restaurants in Surabaya, Indonesia. It implies that the Japanese restaurant management should consider the role of WOM in the success of their businesses. The Japanese culture and hospitality practiced in those restaurants are essential to their customers in Surabaya, Indonesia, to want to share their experiences and recommend them to others. Creating positive WOM becomes a key role in marketing strategy. The all-you-can-eat Japanese restaurant managers need some factors, as suggested by Zhong and Moon (2020), such as perceived price, food, service, and physical environment quality. These will positively affect customer satisfaction. Perceived price can also significantly influence customers' judgment of the quality dimensions of a restaurant.

Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Moreover, Uslu (2020) also determined that the service quality dimensions of the restaurants affect satisfaction and eWOM. Further, restaurant atmosphere moderates the effect of service quality dimensions on eWOM in restaurants.

This study suggests what Akhmad (2016, para. 2) said previously. Japanese restaurants had some uniqueness. Such as waiters who use Kimono and Hachimaki; how waiters greeted guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decoration; as well as the use of fresh raw food ingredients that were processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants had an all-you-can-eat sales system. All-you-can-eat was a sales system with the concept of a buffet that gave consumers the freedom to enjoy the entire menu within a specific time limit, and consumers only needed to pay once with a flat-rate payment system.

The result of this study is in line with previous studies conducted by Hasan (2010); Pratiwi, (2017); Rahayu and Edward (2014); Oktaviano (2013); Nugraha et al. (2015); and Rembon et al. (2017)

which show that word of mouth has a positive and significant influence on purchasing decisions. The level of closeness of the relationship between word of mouth with purchasing decisions in this study is also in line with research conducted by Arda (2017), which shows a reasonably strong level of closeness of the relationship. Therefore, the result of this study strengthens previous research.

6.   CONCLUSION AND IMPLICATION

6.1.   *Conclusion*

The result of the analysis and hypothesis testing indicates that word of mouth positively affects the purchasing decisions of all-you-can-eat Japanese restaurant consumers in Surabaya.

6.2.   *Managerial Implications*

This study provides several managerial implications that can be applied by all-you-can-eat Japanese restaurant managers, especially in Surabaya, Indonesia. So, the existing restaurants can further improve their marketing performance through WOM conducted by consumers. Restaurant management should consider WOM's strong influence. Restaurant managers must ensure that every consumer gets a satisfying dining experience. The opinions expressed by consumers are positive and can increase the willingness of consumers to provide recommendations to others.

The more positive opinions and recommendations shared help all-you-can-eat Japanese restaurants to get more consumers. Several methods in the research can be applied to increase the service speed of the waiter in presenting menus to consumers. Another method that can be applied is to ensure the amount of food and drinks for the self-service menu is sufficient. Moreover, sold-out menus should be available on the display table. More and more menus or portions that consumers can enjoy will make these consumers not feel overwhelmed at "All you can eat restaurants." The restaurant manager, especially of the all-you-can-eat Japanese restaurants, is expected to be able to create promotions or family meal menus so that it can increase information-sharing activities about the restaurants among families. The results of this study indicate that the mean values for statement items $X_{1.1}$ and $X_{2.1}$ are lower than the mean values for other WOM statement items; so, the activity of sharing opinions and recommendations to families tends to be lower than to friends and others. Management should include family discount packages (kids under ten eat for free, for example) on their menus to encourage and increase the weekend foot traffic into the restaurant.

6.3.   *Limitations*

One limitation of this study relates to the generalization of the findings. This study only examined nine all-you-can-eat Japanese restaurants in Surabaya, namely GyuKaku, Cocari, Shaburi Kintan Buffet, Hanamasa, Shaburi, Shabu-Shabu on Yasai, Sendai, Mr. Sumo, and Kizahashi. Nevertheless, there are still many all-you-can-eat Japanese restaurants in Surabaya that have not been studied. Another limitation is that this study only examined the influence between WOM and purchasing decisions. So, the result also shows that WOM can only explain purchasing decisions by 32.2 percent.

6.4. Future Research Directions

This study provides several suggestions for further research. Future studies can research the other all-you-can-eat Japanese restaurants. Conceivably expanding the study to nearby or non-Asian countries may present a different result on WOM. It may also suggest other factors. Further research can develop further research related to purchasing decisions, especially for all-you-can-eat Japanese restaurant consumers, not only in Surabaya. Future studies can examine other variables besides WOM so that the results of existing studies vary more.

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7. **Bukti Kirim Revisi Kedua, Respon kepada Penelaah, dan Artikel Revisi yang Dikirimkan (17 & 18/11/2022)**

Eddy M. Sutanto <esutanto@petra.ac.id>

Nov 18, 2022,
10:50 AM

to Evan

Dear Prof. Evan Lau,

Herewith is the revised file. Let me know if there is anything left behind. Thank you. Have a great day!

Dr. Eddy M. Sutanto, M.Sc.
Professor
Management Business Program
Petra Christian University
Surabaya - Indonesia

2 Attachments • Scanned by Gmail

Eddy M. Sutanto <esutanto@petra.ac.id>

Nov 18, 2022,
1:35 PM

to Evan

Dear Prof. Evan Lau,

It's the second revised file adding the available doi of references.

Dr. Eddy M. Sutanto, M.Sc.
Professor
Management Business Program
Petra Christian University
Surabaya - Indonesia

E

Evan Lau Poh Hock <lphevan@unimas.my>

Nov 20, 2022,
8:10 PM

to me

Thanks Prof Eddy

Evan

Amendments required for Paper 22 (Word of Mouth for Consumers…)

1. Please check the ***author(s) name*** are in the correct IJBS format which are the first name first then followed by the surname.

2. Under ***Section 4.3 Measurement Model***, please insert your model. Model cannot be found anywhere.

3. Incomplete reference (in the ***REFERENCES list***)
   (PLEASE INSERT *"doi"* for all the ARTICLES, it is a DNA for the article itself)

   i.   Jawaposculinary. (2018). Instagram. Retrieved from
        https://www.instagram.com/ jawaposculinary/?hl=en. **(Kindly provide the proper APA 7ᵗʰ edition format on citing an Instagram)**
        Example:
        Philadelphia Museum Art [@philamuseum]. (2019, December 3). *It's always wonderful to walk in and see my work in a collection where it's loved, and where people are* **[Photograph]. Instagram. https:www.instagram.com/p/B5oDnnNhOt4/**

   ii. Pratiwi, Y. R. (2017). Pengaruh word of mouth communication terhadap keputusan pembelian konsumen pada Boardgame Lounge Smart Cafe Pekanbaru. Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau, 4(1), 1–15. **(Kindly check again for the author(s). There are 2 authors for this article. Please make necessary correction to the reference and in-text citation).**

   iii. Schiffman, L. G. (2010). Consumer behavior (10th ed.). Prentice Hall, Pearson Education Inc. **(Kindly check again for the author(s). There are 3 authors for this article. Please make necessary correction to the reference and in-text citation).**

4. ***In-text without reference***. Kindly add all the references for the following in-text citation.

   i.   Hasan (2010)
   ii. Lovelock (2011)

WORD OF MOUTH FOR CONSUMERS: ALL-YOU-CAN-EAT JAPANESE RESTAURANTS

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Petra Christian University

John Cox Cary
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Cynthia Ani Purwanto
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ABSTRACT

This study aimed to examine and analyze the effect of word of mouth on the purchasing decisions of consumers of all-you-can-eat Japanese restaurants. The type of research was causal quantitative analysis tested using a linear regression test. The sampling technique was purposive sampling. The samples were 100 all-you-can-eat Japanese restaurants consumers in Surabaya, Indonesia. The results showed that word of mouth had a positive and significant influence on purchasing decisions. It was a new study. Thus, this research could help manage the restaurant business, thereby improving the existing marketing performance.

Keywords: Word of mouth, Restaurant, Purchasing decisions, Japanese, Behavior.

1. INTRODUCTION

The restaurant business in Surabaya continues to grow and become more popular. The restaurants' growth in Surabaya is almost 20 percent per year (Restoran di Surabaya tumbuh 20 persen per tahun, 2018, para. 1). It has demanded business people to improve marketing performance, especially regarding consumer behavior.

The number of Japanese restaurants in Surabaya has increased by 204 restaurants during the period of 2012–2018. Japanese restaurants have some uniqueness. That is not typical in other countries' restaurant standards. Such as waiters who use Kimono and Hachimaki; how waiters greet guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decorations; as well as the use of fresh, raw food ingredients that are processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants have an all-you-can-eat sales system. All-you-can-eat is a sales system with the concept of a buffet that gives consumers the freedom to enjoy

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the entire menu within a specific time limit. Consumers only need to pay once with a flat-rate payment system (Akhmad, 2016, para. 2).

The all-you-can-eat Japanese restaurant proved immensely popular among Surabaya's people. The 2017 BRI Jawa Pos Culinary Award survey proved that the three restaurants that won the Best All-You-Can-Eat category in Surabaya are those that sell Japanese cuisine. The three restaurants are Cocari, Kintan Buffet, and Shaburi Shabu Shabu (@Jawaposculinary, 2018). Why do all-you-can-eat Japanese restaurants become more prevalent in Surabaya, Indonesia? This phenomenon helps explain the attraction by consumers to these types of restaurants.

Aslam, Jadoon, Zaman, and Gondal (2011) stated that the benefits obtained by studying consumer behavior include helping managers in the making make providing theory-based marketing research. It analyzes consumers in making better purchasing decisions. One of the consumer behavior topics that needs to be the focus of business attention is consumer purchasing decisions. Having more excellent knowledge of how consumers make their purchasing decisions will benefit restaurants as to the most efficient marketing strategies.

Research on consumer purchasing decisions in the restaurant business has been standard. These studies show the numerous factors that influence the restaurant consumer purchasing decision variable. These factors include product quality, trust in halal status, service quality, restaurant atmosphere, price, and location in full-service restaurants in Seri Iskandar, Perak, Malaysia (Akbar & Alaudeen, 2012); cultural, social, personal, and psychological aspects of McDonald's restaurant in Surabaya, Indonesia (Adipradja & Listiani, 2015); word of mouth, marketing communication, cultural learning, image, and social status, different experiences, the value of money in upscale ethnic restaurants in New Zealand (Sriwongrat, 2008). Existing research on all-you-can-eat restaurants, especially restaurants that sell Japanese cuisine in Indonesia, has never been done.

Word of mouth (WOM) is one of the factors that affect consumer restaurant purchasing decisions is word of mouth (WOM). Hasan (2010) stated that WOM could be a powerful source of information in influencing purchasing decisions (Pratiwi & Lubis, 2017). Personal verbal communication through choice words and recommendations from trusted friends, family, coworkers, and other consumers tend to be more credible than those from commercial sources, such as advertisements or salespeople (Kotler & Armstrong, 2018). WOM can affect one's views, thoughts, and decisions. WOM will be instrumental in marketing products or services for an extended period if the marketers use it properly (Ahmad, Vveinhardt, & Ahmed, 2014). Word of mouth is the ultimate driver of the success of a restaurant, and few studies have examined in detail the focus attributes of WOM towards purchasing decisions (Basri, Ahmad, Anuar, & Ismail, 2016). Schabbink (2019) mentioned that when a customer expresses its customer experience online, it can influence a restaurant either positively or negatively. The effects of negative online reviews on the number of sales and the restaurant's image are well known. While Siddiqui et al. (2021) show that Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, this can lead to shaping the brand image and purchasing intentions. The findings would help companies create a positive brand image to enhance their purchasing intentions through eWOM aroused via SNSs. In contrast, previous studies have studied the restaurant setting. What is interesting about the all-you-can-eat Japanese restaurants to examine is the Japanese culture and hospitality demonstrated in the restaurants.

The above research gap motivates us to know what makes the all-you-can-eat Japanese restaurants in Surabaya, Indonesia become, more popular with their consumers. This research will also examine how WOM influences consumer purchasing decisions.

2. LITERATURE REVIEW

2.1. *Consumer Behavior*

Rani (2014) stated consumer behavior as the selection, purchasing, and use of products and services to satisfy consumer desires. Schiffman and Wisenblit (2015) stated that consumer behavior was a study of consumer behavior or actions in searching, buying, using, evaluating, and depleting products and services to satisfy consumer needs. These notions indicate that consumer behavior is the act of consumers choosing, buying, using, evaluating, and spending products and services to satisfy the desires and needs of consumers. Zhong and Moon (2020) also found that perceived price, food, service, and physical environment quality positively affected customer satisfaction. Perceived price can significantly influence customers' judgment of the quality dimensions of a restaurant.

Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Happiness is a mediator between satisfaction and loyalty. Additionally, Uslu (2020) determined that the service quality dimensions of the restaurants have effects on satisfaction and eWOM and noted that restaurant atmosphere has a moderating effect on the outcome of service quality dimensions on eWOM in restaurants.

2.2. *Word of Mouth*

Malau (2017) stated WOM was a form of communication that involves individuals to share information directly with others in verbal form, including face-to-face, telephone, and internet regarding the use of a product. Kotler and Keller (2009) stated that WOM was oral, written, or electronic communication from person to person relating to the benefits or experience of buying or using a product or service. Another point, according to Lovelock and Wirtz (2011), said that WOM was an opinion and recommendation made by consumers about service experience, which had a strong influence on consumer decisions or purchasing behavior (Andari & Napu, 2016). The above definitions emphasize that WOM is a communication of sharing opinions and recommendations on the use/purchasing of a product/service from one consumer to other consumers through face-to-face, via telephone, and on the internet. WOM means the extent to which (activity level) communication of sharing opinions and recommendations is carried out and affects others' decision-making process. Huete-Alcocer (2017) highlighted that the rise and spread of internet have led to the emergence of a new form of word of mouth and effectively impacted consumer behavior. Jeong and Jang (2011) also found that restaurant experiences triggered customers to engage in positive electronic word-of-mouth (eWOM), where the quality of restaurant service (food quality, service quality, atmosphere, and price fairness) was the antecedent of eWOM communication. While Jalilvand, Salimipour, Elyasi, and Mohammadi (2017) suggested that food quality, personal interaction quality, environmental quality, and perceived value indirectly influenced WOM behavior of customers through relationship quality as well. Further, Basri et al. (2016) concluded that the physical environment quality significantly impacted word of mouth. Ferdinand (2014)

suggested indicators of WOM, such as intensity of opinion sharing and intensity of recommendation sharing.
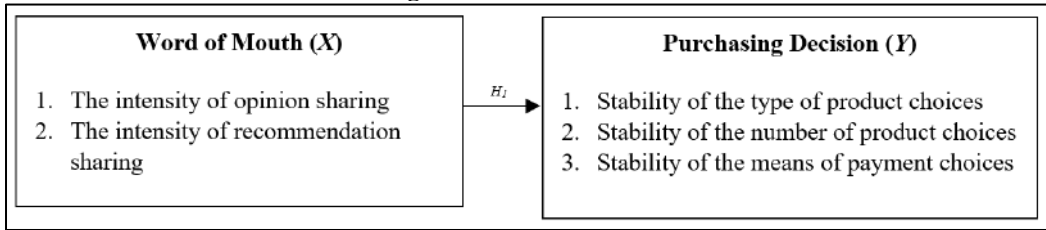
2.3. Purchasing Decision

According to Schiffman, Kanuk, and Wisenblit (2010), a decision is the choice of two or more choices. In other words, choices must be available to someone when deciding. If someone chooses between making a purchase or not, that person is in a decision-making position. Paendong and Tielung (2016) suggested that purchasing decisions were actions by consumers, whether or not to buy a product. Pertiwi, Yulianto, and Sunarti (2016) said purchasing decision was a process when consumers made an assessment of various choices and chose one or more alternatives needed based on specific considerations in purchasing. This understanding emphasizes that the purchasing decision has two meanings. Purchasing decisions can be a process and result in the selection of various choices of products or services. This understanding shows that the purchasing decision has real value from the consumers' perspective in the selection process. Aslam, Farhat, and Arif (2019) find the positive impact of eWOM and receivers' perspective on customer satisfaction and brand image. Also, customer satisfaction and brand image significantly impact purchasing intention. Their research provides valuable information to marketers, demonstrating how quality websites generate positive word of mouth, which leads to purchasing intention. The purchasing decision is measured by indicators suggested by Arda (2017), which are stability of the type and kind of product choice, stability of the number of product choice, and stability of the means of payment choice.

2.4. WoM Relationship to Purchasing Decision

Several research results have shown that the WOM variable has a positive and significant influence on consumer purchasing decisions. These studies include Rahayu and Edward (2014), Oktaviano (2013), Nugraha, Suharyono, and Kusumawati (2015), Rembon, Mananeke, and Gunawan (2017), and Arda (2017). The research results by Arda (2017) showed that the relationship between WOM and consumer purchasing decisions was quite strong. In the research of Rahayu and Edward (2014), Nugraha et al. (2015), and Rembon et al. (2017), the level of relationships were relatively strong. Further, Oktaviano's (2013) study showed that relationships are powerful. Huete-Alcocer (2017) highlighted that the rise and spread of internet had led to the emergence of a new form of word of mouth and effectively impacted consumer behavior. Siddiqui et al. (2021) also find that Social Networking Sites (SNSs) activities play a significant role in creating eWOM credibility, which leads to shaping the brand image and purchasing intentions. The studies described above support the development of the following research hypothesis (Figure 1).

H₁: WOM has a positive effect on purchasing decisions.

Figure 1. Research Model

3. RESEARCH METHODS

3.1. Sample Selection and Data Collection

The population used in this study included all consumers of all-you-can-eat Japanese restaurants in Surabaya. The sampling technique used in this research is purposive sampling. Purposive sampling is a sampling technique with specific considerations. The consideration used is that the respondent must be over 17 years old and have eaten at an all-you-can-eat Japanese restaurant in Surabaya at least once. Respondents are over the age of 17 because they are considered able to understand and evaluate the statements in the questionnaire. The selected respondents have eaten at an all-you-can-eat Japanese restaurant in Surabaya at least once. It relates to the operational definition of WOM, namely communication, sharing opinions, and recommendations to use/purchasing of a product from one consumer to another through face-to-face, telephone, and the internet. According to Ferdinand (2014), the size of the sample if the total population is unknown can be determined using the following formula:

$$n = (Z^2\alpha)\left\{\frac{(P \times Q)}{d^2}\right\} = (Z^2\alpha)\left\{\frac{50 \times 50}{10^2}\right\} = 96.04$$

Remarks:
n = Number of samples
$Z^2\alpha$ = Z table with a certain level of significance
P = Proportion of the population expected to have certain characteristics
Q = Proportion of the population that is expected not to have certain characteristics
d = Tolerable error rate (expressed in %)

The calculation shows that the minimum number of samples must be 96.04 samples. Therefore, the number of samples in this study is 100 samples. The 100 samples are obtained by distributing 120 questionnaires. It aims to anticipate the existence of returned questionnaires that do not meet the criteria, or the data provided by the respondent is incomplete.

3.2. Measures

The research variables are measured using a Likert scale of five points, ranging from 1 - strongly disagree to 5 - strongly agree. The research model used can be seen in Figure 1.

3.2.1. Measures of Word of Mouth (X)

WOM is a communication of sharing opinions and recommendations on the purchasing/using of a product from one consumer to another through face-to-face, telephone, and internet so that WOM has meaning to what extent (activity level) the communication of sharing opinions and recommendations is carried out and influences other consumers. So, in this study, the WOM variable will be measured from the level of activity of sharing opinions and recommendations made by consumers, as suggested by Ferdinand (2014). The indicators used are:

1. **Intensity of opinion sharing (X_1)**
    The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' sharing opinions regarding the purchasing/using of a product does not cause a higher level of WOM activity (there is no logical causal relationship). This indicator has three statement items, namely:
    a. I talked about the restaurant to my family more than once ($X_{1.1}$)
    b. I talked about the restaurant to my friends more than once ($X_{1.2}$)
    c. I talked about the restaurant to other people more than once ($X_{1.3}$)

2. **Intensity of recommendation sharing (X_2)**
    The higher the intensity of consumers' recommendation sharing on the purchasing/using of a product, the higher the level of WOM activity. The higher the intensity of consumers' recommendation sharing on purchasing/using a product, the higher the WOM activity level (there is no logical causal relationship). This indicator has three statement items, namely:
    a. I recommend eating at the restaurant with my family more than once ($X_{2.1}$)
    b. I recommend eating at the restaurant to friends more than once ($X_{2.2}$)
    c. I recommend eating at that restaurant to others more than once ($X_{2.3}$)

3.2.2. Measures of Purchasing Decision (Y)

The purchasing decision is a process resulting from various alternative product choices. It will measure the purchasing decision from the extent to which (level) the process and the results of the selection are carried out by the consumer. Arda (2017) suggested that the indicators to measure purchasing decisions are:

1. Stability in choosing the type of product (Y_1)
    The more stable a person is in choosing the product type, the higher the purchasing decision for the product will be. This indicator has three statement items, namely:
    a. I feel good about choosing to eat Japanese BBQ ($Y_{1.1}$)
    b. I feel good about choosing to eat Shabu-shabu ($Y_{1.2}$)
    c. I feel good about choosing to eat Sukiyaki ($Y_{1.3}$)

2. Stability in choosing the number of products (Y_2)
    The more stable a person chooses the number of products, the higher the purchasing decision for the product will be. This indicator has two statement items, namely:
    a. I feel confident in choosing the amount of food and drink that I want ($Y_{2.1}$)
    b. I feel confident in choosing the amount of food and drink according to what I need ($Y_{2.2}$)

3. **Stability in choosing payment instruments (Y_3)**

The more stable a person chooses the means of payment for the product, the higher the purchasing decision will also be. This indicator has three statement items, namely:

a. I feel confident in making payments by cash ($Y_{3.1}$)

b. I feel good about making payments with a debit card ($Y_{3.2}$)

c. I feel confident in making payments by credit card ($Y_{3.3}$)

4. DATA ANALYSIS

4.1. Validity Test

The validity test in this study is on statement items obtained from 100 respondents. The statement is valid if the value of Sig is less than 0.05 (Sugiyono & Susanto, 2015).

Table 1 shows that the statements have a sig value below 0.05, except for the statement item $Y_{3.1}$, which has a value of sig 0.063, so the statement is declared invalid. Item $Y_{3.1}$ is invalid because the prices offered by all-you-can-eat Japanese restaurants in Surabaya are premium, so consumers choose to make payments by debit or credit cards. If the consumer makes a payment with cash, the consumer must retake cash at the Automatic Teller Machine to fill the cash supply in the wallet. It discards invalid statements ($Y_{3.1}$), so it does not include in the next test.

Table 1: The Result of the Validity Test

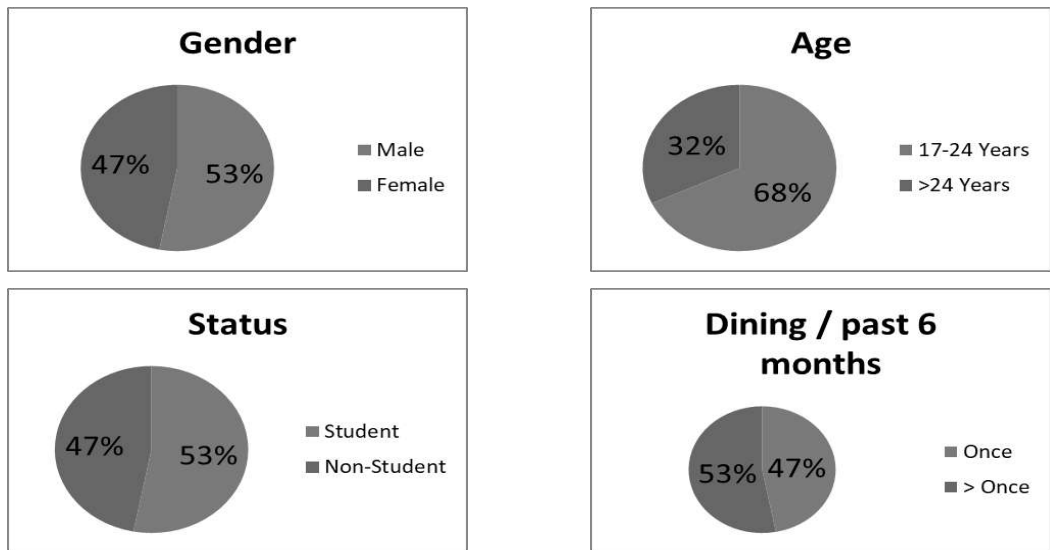| Variable	Indicator	Items	Sig.	Remarks
Word of Mouth (X)	The intensity of opinion sharing	$X_{1.1}$	0.000	Valid
		$X_{1.2}$	0.000	Valid
		$X_{1.3}$	0.000	Valid
	The intensity of recommendation sharing	$X_{2.1}$	0.000	Valid
		$X_{2.2}$	0.000	Valid
		$X_{2.3}$	0.000	Valid
Purchasing Decision (Y)	Stability in choosing the type of product	$Y_{1.1}$	0.000	Valid
		$Y_{1.2}$	0.000	Valid
		$Y_{1.3}$	0.000	Valid
	Stability in choosing the number of products	$Y_{2.1}$	0.000	Valid
		$Y_{2.2}$	0.000	Valid
	Stability in choosing payment instruments	$Y_{3.1}$	0.063	Invalid
		$Y_{3.2}$	0.025	Valid
		$Y_{3.3}$	0.041	Valid

4.2. Reliability Test

The reliability test determines the reliability and consistency of the statement items in the questionnaire. Reliable means that the existing statement items produce the same data when used several times to measure the same object. The questionnaire is reliable if the Cronbach's Alpha

value exceeds 0.6 (Sugiyono & Susanto, 2015). Table 2 shows the validity test results for the variable word of mouth and purchasing decisions.

Table 2: The Result of the Reliability Test

Variable	Cronbach's Alpha	Alpha	Remarks
Word of Mouth	0.880	0.6	Reliable
Purchasing Decision	0.612	0.6	Reliable

Figure 2. Respondent Profile

4.3. Respondent Profile

The profile of respondents showed that the number of female respondents was 53 percent, while the number of the male was 47 percent. The majority age of respondents was from 17 to 24 years old. 54 percent were students. Forty-seven percent of respondents were one-time eating in all-you-can-eat Japanese restaurants in the past six months (See Figure 2). The Japanese restaurants had been visited such as Gyu-Kaku (46 respondents), Cocari (37 respondents), Shaburi Kintan Buffet (24 respondents), Hanamasa (13 respondents), Shaburi (6 respondents), Shabu-Shabu on Yasai (2 respondents), Sendai (2 respondents), Mr. Sumo (1 respondent), and Kizahashi (1 respondent). The data shows that some respondents may visit more than one restaurant.

4.4. Measurement Model

Before conducting a simple linear regression test, it is necessary to test the validity and reliability, as well as the classic assumption test. The classic assumption test consists of tests such as normality, heteroscedasticity, and linearity. Existing tests use SPSS 22 software. The validity test results show that item $Y_{3.1}$ does not meet the criteria. It is invalid and is not included in subsequent tests,

while the reliability test results and all classic assumptions have met the existing criteria. It can continue in the test of simple linear regression.

A simple linear regression test looks at the value of the coefficients of regression, correlation (R), determination (R^2), the results of the model feasibility test, and the results of the hypothesis testing. The simple linear regression test in Table 3 shows the magnitude of the constant regression coefficient of 2.251 and the WOM regression coefficient of 0.407. The value of the constant regression coefficient indicates the value of the purchasing decision variable if the value of the WOM variable is 0. In contrast, the regression coefficient value of the WOM variable shows the magnitude of the change in the value of the purchasing decision variable if the value of the WOM variable changes to one unit. The value of the regression coefficient is positive. It shows the direct relationship between WOM and purchasing decisions.

Table 3: Regression Result

Model	Coefficient of Regression	T_{-count}	Sig.
Constant	2.251	9.775	0.000
Word of Mouth (X)	0.407	6.930	0.000

4.5. Correlation Relationship Analysis

Table 2 shows the correlation coefficient (R) of 0.573, meaning that the level of closeness of the relationship between WOM and purchasing decisions is quite strong because it is at an interval of 0.400-0.599 (Sugiyono & Susanto, 2015). Table 4 also shows that the coefficient of determination (R^2) in this regression model is 0.322 or 32.2 percent, meaning that the WOM variable's ability to explain or predict changes in the purchasing decision variable is 32.2 percent. The remaining 67.8 percent of other variables include product quality, service quality, and restaurant atmosphere.

Table 4: Result of Coefficient of Correlation and Determination

Model	R	R^2	Adjusted R^2	Estimation of Standard Error
1	0.573	0.329	0.322	0.42876

Table 5 shows the results of the feasibility tests of the existing models. A significant value of the regression model of this study is 0.000. This number is smaller than the significance level, which is 0.05, meaning that the regression model used is feasible to explain the effect of the WOM variable on the purchasing decision variable.

Table 5: Model Feasibility Test Results

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	Model is feasible

Table 6 shows that the Sig. of the hypothesis test results obtained are smaller than 0.05, equal to 0.000. It means that WOM has a significant influence on purchasing decisions.

Table 6: Hypothesis Test Result

Variable	Sig.	Criteria	Conclusion
Word of Mouth (X)	0.000	< 0.05	Rejected

5. DISCUSSION

The results show that word of mouth positively and significantly influences purchasing decisions. The results of the regression test prove the positive effect, which shows the magnitude of the regression coefficient of the word-of-mouth variable is equal to 0.407. It means that if the value of the word-of-mouth variable increases by one unit, the value of the purchasing decision variable will increase by 0.407 or 40.7 percent. In other words, the higher the value of the word-of-mouth variable, the value of the purchasing decision variable will also be higher. The result of hypothesis testing shows the value of Sig of 0.000 is ≤ 0.05. So, the result has answered the hypothesis in this study. It proves the existence of significant influence. It only fulfills the research gap mentioned in the introduction in the available restaurants.

The result confirms the importance of WOM in influencing consumers' purchasing decisions, especially in the all-you-can-eat Japanese restaurants in Surabaya, Indonesia. It implies that the Japanese restaurant management should consider the role of WOM in the success of their businesses. The Japanese culture and hospitality practiced in those restaurants are essential to their customers in Surabaya, Indonesia, to want to share their experiences and recommend them to others. Creating positive WOM becomes a key role in marketing strategy. The all-you-can-eat Japanese restaurant managers need some factors, as suggested by Zhong and Moon (2020), such as perceived price, food, service, and physical environment quality. These will positively affect customer satisfaction. Perceived price can also significantly influence customers' judgment of the quality dimensions of a restaurant.

Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Moreover, Uslu (2020) also determined that the service quality dimensions of the restaurants affect satisfaction and eWOM. Further, restaurant atmosphere moderates the effect of service quality dimensions on eWOM in restaurants.

This study suggests what Akhmad (2016, para. 2) said previously. Japanese restaurants had some uniqueness. Such as waiters who use Kimono and Hachimaki; how waiters greeted guests by shouting the word "Irasshaimase"; the use of Chochin and Noren as room decoration; as well as the use of fresh raw food ingredients that were processed using Japanese special spices such as Shoyu, Dashi, and Mirin. Some of the restaurants had an all-you-can-eat sales system. All-you-can-eat was a sales system with the concept of a buffet that gave consumers the freedom to enjoy the entire menu within a specific time limit, and consumers only needed to pay once with a flat-rate payment system.

The result of this study is in line with previous studies conducted by Hasan (2010); Pratiwi & Lubis (2017); Rahayu and Edward (2014); Oktaviano (2013); Nugraha et al. (2015); and Rembon et al. (2017) which show that word of mouth has a positive and significant influence on purchasing decisions. The level of closeness of the relationship between word of mouth with purchasing decisions in this study is also in line with research conducted by Arda (2017), which shows a

reasonably strong level of closeness of the relationship. Therefore, the result of this study strengthens previous research.

6. CONCLUSION AND IMPLICATION

6.1. Conclusion

The result of the analysis and hypothesis testing indicates that word of mouth positively affects the purchasing decisions of all-you-can-eat Japanese restaurant consumers in Surabaya.

6.2. Managerial Implications

This study provides several managerial implications that can be applied by all-you-can-eat Japanese restaurant managers, especially in Surabaya, Indonesia. So, the existing restaurants can further improve their marketing performance through WOM conducted by consumers. Restaurant management should consider WOM's strong influence. Restaurant managers must ensure that every consumer gets a satisfying dining experience. The opinions expressed by consumers are positive and can increase the willingness of consumers to provide recommendations to others.

The more positive opinions and recommendations shared help all-you-can-eat Japanese restaurants to get more consumers. Several methods in the research can be applied to increase the service speed of the waiter in presenting menus to consumers. Another method that can be applied is to ensure the amount of food and drinks for the self-service menu is sufficient. Moreover, sold-out menus should be available on the display table. More and more menus or portions that consumers can enjoy will make these consumers not feel overwhelmed at "All you can eat restaurants." The restaurant manager, especially of the all-you-can-eat Japanese restaurants, is expected to be able to create promotions or family meal menus so that it can increase information-sharing activities about the restaurants among families. The results of this study indicate that the mean values for statement items $X_{1.1}$ and $X_{2.1}$ are lower than the mean values for other WOM statement items; so, the activity of sharing opinions and recommendations to families tends to be lower than to friends and others. Management should include family discount packages (kids under ten eat for free, for example) on their menus to encourage and increase the weekend foot traffic into the restaurant.

6.3. Limitations

One limitation of this study relates to the generalization of the findings. This study only examined nine all-you-can-eat Japanese restaurants in Surabaya, namely GyuKaku, Cocari, Shaburi Kintan Buffet, Hanamasa, Shaburi, Shabu-Shabu on Yasai, Sendai, Mr. Sumo, and Kizahashi. Nevertheless, there are still many all-you-can-eat Japanese restaurants in Surabaya that have not been studied. Another limitation is that this study only examined the influence between WOM and purchasing decisions. So, the result also shows that WOM can only explain purchasing decisions by 32.2 percent.

6.4. Future Research Directions

This study provides several suggestions for further research. Future studies can research the other all-you-can-eat Japanese restaurants. Conceivably expanding the study to nearby or non-Asian countries may present a different result on WOM. It may also suggest other factors. Further research can develop further research related to purchasing decisions, especially for all-you-can-eat Japanese restaurant consumers, not only in Surabaya. Future studies can examine other variables besides WOM so that the results of existing studies vary more.

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