

## To go or not to go: Role of Online Reviews towards Customer Dining Intention



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**ABSTRACT:** The objective of this study is to investigate the role of online reviews towards customer dining intention in casual dining restaurants. Specifically, this study sought to answer the questions (1) how does online reviews affect customer casual dining intentions? (2) What are the attributes of online reviews that greatly influence customer dining intention? And (3) what is the extent of the effect of online reviews on customer casual dining intentions? The research was carried out in the city of Malolos, Bulacan, and respondents are Malolos residents who have dined at a casual dining restaurant at least once and who chose a restaurant based on online reviews. Descriptive Quantitative research was utilized in the study. An adapted questionnaire from the study of Thomas, et al. (2019) was used and random sampling method was employed to gather 100 respondents. Most respondents agreed that online reviews affect customers' casual dining intentions. A closer look at the study reveals that all proposed online review attributes greatly influence customer dining intention. This agreed with the previous study by Thomas et al. (2019), where the identified factors were derived. Product/ service rating, website reputation, and review quantity show the strongest positive effects.

**KEYWORDS:** customer dining intention, online reviews, E-wom, hospitality industry

### 1. INTRODUCTION

Word of Mouth (WOM) is a traditional mode of communication initially described as sharing thoughts and comments about the products and services people were purchasing. However, word of mouth has evolved into an entirely new type of communication. Electronic word-of-mouth, or eWOM, is today's new form of WOM communication (Yang, 2017). With modern technology, these new means of communication had a significant impact on consumer behavior (Cantalops & Salvi, 2014) because they enable consumers to exert on each other (Jalilvand & Samiei, 2012) by allowing them to share their experiences and opinions about a product, companies, or brands (Gómez-Suárez et al., 2017). The only distinction between electronic word-of-mouth (eWOM) and traditional word-of-mouth (WOM) is the communication platform, which is the Internet.

Online reviews are one of the forms of eWOM. Online reviews have altered the style of consumer purchasing behavior in the restaurant industry, and many scholars have investigated the impact of online reviews in the restaurant industry (DiPietro, Crews, Gustafson, & Strick, 2012; Schindler & Bickart, 2012; Taylor & Atay, 2016; Yan, Wang, & Chau, 2015). When consumers have limited information about the quality of a service or product until they purchase it, they are more likely to seek this information ahead of time (Parikh et al., 2014). The restaurant reviews provide a variety of information that assists the restaurant's customers in making decisions ahead of time.

Online websites, social media, and blogs have reshaped how people plan their visits. With a single click, tourists can quickly obtain detailed information about their destination and other facilities, such as restaurants and shopping malls. Consumers are increasingly using and relying on the opinions of others posted on online review sites (Malbon, 2013; Nielsen Global Company, 2013). Online restaurant review sites provide a quick overview of each establishment's name, address, and the reviewer's overall evaluation of its food and service. Potential customers can interact with many other diners through online restaurant review sites. As a result, potential customers are informed of a restaurant's potential strengths and weaknesses through online restaurant reviews. Thus, online reviews today can connect a potential customer directly with a restaurant even before he or she walks through the restaurant's doors (Yang et al., 2017).

There are numerous studies conducted regarding customer dining intention. One study by Yan X. et al. (2015) investigated factors influencing customers revisit intention to dine by analyzing online reviews. Another study by Gunden N. (2017) attempts to fill the gap regarding the relationship between online reviews and restaurant attributes that are significant considerations when choosing

## To go or not to go: Role of Online Reviews towards Customer Dining Intention

a restaurant. The study's greatest limitation is the type of restaurant, as the author does not focus on a specific type of restaurant. However, this study investigates whether online reviews influence customer casual dining intention.

## 2. LITERATURE REVIEW

### Relevant Theories

#### Signaling Theory

According to Connelly et al. (2010), signaling theory has investigated various business areas, such as entrepreneurship behavior, organizational stakeholder behavior, and employee and employer behavior. However, studies aimed at determining the impact of online information, such as ratings and customer comments, still necessitate comprehension. As stated by Kwon et al. (2021), a growing number of users are utilizing these connectivity resources to select tourist destinations, hotels, and restaurants, based on their expectations and personal preferences. The signaling theory will be applied to customer attitude formation in the hospitality industry. Online reviews provide essential signals about various aspects of restaurant attributes (for example, food quality, service quality, and environment); these signals shape customer attitudes toward the service environment, which may lead to positive purchase intentions. As a result, individuals do not directly perceive the product and locations; instead, they look for various cues and signals within that specific context. Signals aid in understanding hidden information, so consumers rely on them to proceed with any decision or choice. A car, for example, denotes wealth, while a speaker's accent denotes his country of origin. Similarly, restaurant attributes indicate service quality, which aids in customer decision-making for patronage.

#### Congruity Theory

Congruity Theory, proposed by Osgood and Tannebaum (1955), is a model of attitude change that states congruity or congruence when a person we like approves the same thing we agree with. According to congruity theory, when an individual source of opinion praises or disparages an object, a receiver's attitude toward that object changes depending on how well the receiver regards the specific source. The theory is concerned with whether a source makes an "associative assertion" about an object (praises, recommends, advocates, or aligns themselves with the object) or a "dissociative assertion" (disparaging, denouncing, condemning, or otherwise expressing a negative evaluation of it). The theory makes specific predictions based on how well the receiver perceives the source and the object before the source makes an assertion, influencing the receivers' attitudes toward both the object and the source.

#### Homophily

Homophily is another construct studied in WOM literature. Homophily refers to the degree of similarity in specific characteristics such as age, gender, education, or lifestyle (Rogers, 1983). While tie strength refers to the strength of the relationship, homophily refers to similarities in individual characteristics. A person can be homophilic while having a weak tie with acquaintances and vice versa (Steffes & Burgee, 2008). According to some researchers, homophily may include not only demographic similarities such as age, gender, education, and occupation (Brown & Reingen, 1987) but also similarities in values, preferences, and lifestyle (Gilly et al. 1998). Perceptual affinity (De Bruy & Lilien, 2008) defines this latter type of similarity as "similarities between two people's values, likes, dislikes, and experience" (De Bruy Lilien, 2008, p. 154).

#### Tie Strength

Social ties and tie strength are essential concepts in WOM literature, particularly regarding the spread of WOM. *Tie strength* is defined as "the amount of time, emotional intensity, intimacy (mutual finding), and reciprocal services that characterize the tie" (Granovetter, 1973, p. 1361). He proposed a reasonable explanation for the WOM process in his "the strength of weak ties" theory. It describes the flow of WOM behavior using strong and weak ties. He believes that weak ties play an essential role in the spread of WOM. Without weak ties, a system would be made up of disjointed subgroups, and WOM would not spread from one to the other.

As weak ties contribute to the spread of WOM among groups, strong ties contribute to the persuasive power of WOM messages. Consumers' networks may contain a wide range of relationships, ranging from very strong ties (i.e., family and close friends) to weak ties (i.e., colleagues or acquaintances). Depending on the strength of their relationships, they may spread WOM in different ways. People are more likely to believe what others say if they have strong ties, such as siblings, relatives, or friends than strangers or acquaintances (Godes & Mayzlin, 2004). Because senders and receivers are likely to know each other, receivers can assess the source's credibility (Steffes & Burgee, 2009).

### Relevant Literature & Studies

#### Restaurant Online Reviews

Online reviews are frequently referred to as an "electronic form of word of mouth," or eWOM. These new modes of communication have resulted in changes in customer behavior (Cantalops & Salvi, 2014; Gómez-Suárez et al., 2017). This tool is available to all

## To go or not to go: Role of Online Reviews towards Customer Dining Intention

customers, who can use online platforms to share their opinions and reviews with other users. People look to online reviews for information about a product or service (Nieto et al., 2014). Most readers are strangers (Cheung & Thadani, 2012). People intend to share their opinions with others online by writing reviews as the Internet becomes more integrated into people's daily lives. Many of their opinions are about previous customers' products or services. As a result, online reviews are becoming a vital source for customers to learn about products (Huet et al., 2008) and assist them in purchasing decisions (Burgess et al., 2011).

Because online social media has grown so quickly, the restaurant industry has been given numerous opportunities. As a result, many online customers rely on websites that provide restaurant reviews, discussion forums, and personal blogs, among other things (Yang et al., 2017). Similarly, online reviews assist other users in determining whether or not a restaurant is worth visiting (Cheung & Lee, 2012). Numerous researchers have studied the impact of online reviews on restaurant selection (Cheung & Lee, 2012; Fox, 2013; Parikh, 2013; Parikh, 2014; Yang, 2017). A positive relationship has been found between the attributes and restaurant visit intentions. In essence, the context of online reviews allows customers to see how many people recommend a product or service, which has a significant impact on customers' purchasing intentions.

### The Number of Online Reviews

The number of reviews plays an essential role in speeding up customer selection. Zhang et al. (2014) The number of reviews perceived by online users as the popularity of a restaurant (Zhang et al., 2010). Furthermore, more online reviews may increase the likelihood of online users clicking on the restaurants' websites (Zhang et al., 2010). According to Lu, Ba, Huang, and Feng (2013), a higher volume of online reviews positively impacts restaurant sales and the overall number of restaurant customers. As the researchers point out, customers prefer restaurants with a high volume of online reviews. As a result, Luca and Zervas (2016) claim that many online reviews influence consumers' restaurant decisions. For example, consumers may prefer a more expensive restaurant with many online reviews over a less expensive restaurant with fewer reviews. As a result, online restaurant reviews have become an influential and invaluable source of information in the restaurant industry. They frequently leave a strong impression when consumers make purchasing decisions (Yim, Lee, & Kim, 2014). A large number of online reviews are invaluable sources of information for restaurants to investigate their customers' dining experiences, assist restaurants in increasing engagement with customers and restaurants, and spread a massive amount of information to potential patrons in order to win their business (Gan, Ferns, Yu, & Jin, 2016). The context of a restaurant review includes the customer's evaluation of their prior experience. Food quality is one of the most influential aspects of a customer's opinion. As a result, customer attitudes could be influenced by reviewing the attributes of customer recommendations, particularly the quality of food served at a specific restaurant (Lee, 2016). Similarly, prior research has shown that the number of online reviews is essential in answering the research question. (Gan et al., Luca et al., 2016; Lu et al., 2013; Yim et al., 2014; Zhang et al., 2010; Zhang et al., 2014; Zhang et al., 2010).

### Purchase Intention

Because online shoppers cannot use their senses to evaluate products before purchasing, their decisions will be solely based on the information provided on websites. As a result, they include eWOM in their decision-making process. According to studies, online reviews play a significant role in purchase decisions (Chen & Xie, 2005; Clemons et al., 2006; Davidow, 2003; Hu et al., 2008), with the primary goals of eWOM being to either recommend or discourage other customers from purchasing products and services (Sen & Lerman, 2007). Customers who gather more information from online sources report a higher interest in the product or company, which may eventually lead to purchase behavior (Bickart & Schindler, 2001). Gauri et al. (2008) discovered that the percentage of positive reviews, but not the volume of positive reviews, influences purchase intent. Adequate information and high-quality eWOM positively impact interest, attitude, and purchase intent (Chu & Shiu, 2008; Park et al., 2007; Wyatt & Badger, 1990). Depending on customer expertise, the way eWOM influences purchase intention may differ.

### Revisit Intention

When a company offers a product or service, there may be many similar goods or services available on the market from competitors. Customers usually have a variety of options. As a result, in addition to attracting new customers, companies must improve the value of existing customers and take adequate steps to attract their repurchase behaviors (Hanai et al., 2008). Customer revisits intention has been studied in a variety of domains, including tourism services (Alegre & Cladera, 2009), catering services (Kim & Moon, 2009), hospital services (Lee, 2005), retail business (Zboja and Voorhees 2006), bank services (Shao et al., 2008), telecom services (Wang et al., 2004). Several customer retention-driving factor models were developed and estimated using structural equation modeling or logistic regression. These models consider satisfaction, trust, the number of previous visits, perceived switching cost, and customer value. Among the factors influencing repeat visits, numerous studies support the notion that customer satisfaction is a significant determinant of customer revisit intention (Alegre & Cladera, 2006).

### Online Reviews on Customer Restaurant Selection

Kohli, H., & Khandai, S. (2019) carried out a study that seeks to comprehend the impact of Electronic Word of Mouth (eWOM) on restaurant selection, with a particular emphasis on the relationship between awareness of review websites and the reading

## To go or not to go: Role of Online Reviews towards Customer Dining Intention

frequency of online reviews. A survey of 228 people was conducted, and it was discovered that people are aware of and read online reviews, which leads to positive purchase intention.

Arnieyantie, A. H., Norfezah, M. N., Liana, N., & Shakir, M. (2021) conducted a study to determine the impact of online reviews on restaurant visitation intentions. The study was carried out by distributing a self-administered questionnaire to 156 participants, and the data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 20. Positive online reviews (eWOM), negative online reviews (eWOM), and online food quality reviews significantly influenced customers' intention to visit restaurants.

A study by Aureliano-Silva, L., Leung, X., and Spers, E. E. (2021) investigates the effect of online reviews on customers' intention to visit restaurants. According to the findings, online reviews with higher online ratings and emotional appeal resulted in higher restaurant visit intention.

A study by Huifeng, P., & Ha, H. Y. (2021) investigates the relationships between performance and financial risks, online customer reviews, and restaurant revisit intent. The results of a survey of 274 respondents show that online customer reviews have a direct impact on restaurant visit intention and performance risk, and financial risk has a direct impact on restaurant visit intention.

### Online Review Attributes

Gunden, N. (2017) conducted a study to investigate the relative importance of online review attributes in customer restaurant selection using CBC Analysis. According to the findings, the most important factor in customer restaurant selection is food quality, followed by overall restaurant rating, price, service quality, number of online reviews, and atmosphere. The CBC analysis shows the relative importance of each attribute for customer decisionmaking. Furthermore, the overall restaurant rating is determined to be a significantly important factor influencing customer restaurant selection, whereas the rest of the attributes vary in rank.

Aditya, A. R., and Y. Alversia (2019) studied the effect of online reviews on customer purchase intention when selecting the first visited cafe using regression analysis. The findings identified six attributes of online review content and one source attribute: timeliness, reviewer expertise, usefulness, volume, positive and negative online reviews, and comprehensiveness.

### Online Reviews on Purchase Intention

Ismail Erkan and Chris Evans (2016) discovered how electronic word-of-mouth conversation on social media websites influences customer purchase intention. Social media provided a valuable forum for eWOM discussion. Individuals converse with their friends and associates about any brand's products and services. The survey results of 384 university students who used social media revealed a positive influence on consumers' purchase intentions.

A study by Pratminingsih, S. A., Astuty, E., & Mardiansyah, V. (2019) examined the impact of electronic word of mouth on purchasing decisions. A survey was carried out to provide answers to the research questions. In this study, 200 questionnaires were distributed through random sampling. This study's findings show that electronic word of mouth positively influences purchase decisions.

M. Civelek and A. Ertemel (2018) investigated whether Millennials have greater purchasing intentions than other age groups. Users of social media communicate with family, friends, and known and unknown peer communities. Peer to peer interaction is achieved through electronic word of mouth. Positive peer comment influence on brand awareness leads to brand trust. They concluded that social media eWOM peer to peer communication among Millennials has an impact on purchase decisions.

Maryam Tariq et al. (2017), studied eWOM and brand awareness influences on customer purchase intention. Customers look for brand information before deciding whether to purchase the product or not to purchase the product. Users review various suggestions and opinions from the expert who purchased online before making a purchase decision. Offline users can also benefit from electronic information when making purchasing decisions. As eWOM information is shared and accessed globally at any time, it is stored in internet-rich social media.

### Online Reviews on Revisit Intention

Yan, X., Wang, J., & Chau, M. (2015) researched the factors influencing customers' revisit intention to restaurants by analyzing online reviews. The findings indicate that food quality, price and value, service quality, and atmosphere are predictors of restaurant customers' intention to revisit, and that restaurant type moderates the effect of customer satisfaction with service quality, atmosphere, and price and value on revisit intention.

## Conceptual Framework

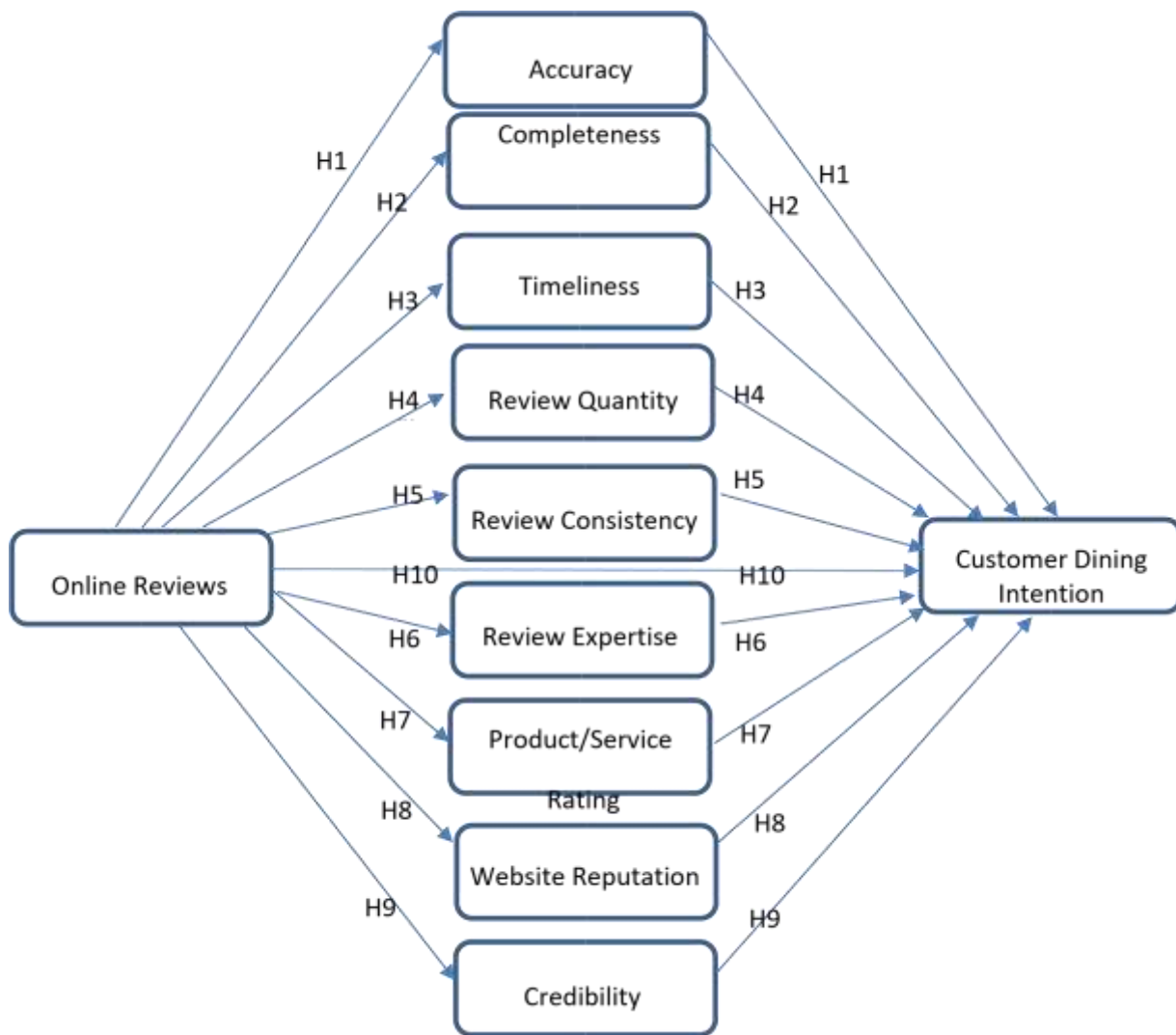


Figure 1: Conceptual Framework

The research is to investigate the role of online reviews towards customer dining intention. Through an in-depth review and study of the online review and restaurant selection literature, a conceptual model has been proposed as shown in figure (1). The framework illustrated above demonstrates the variables used in the study. Online Review Attributes is the Independent Variable whereas Customer Dining Intention is the Dependent Variable.

### Hypothesis of the Study

Based on the specific statement of the problem, the following hypotheses was formulated:

- H1.** Online reviews' accuracy greatly affects the customer dining intentions.
- H2.** Online reviews' completeness greatly affects the customer's dining intentions.
- H3.** Online reviews' timeliness greatly affects the customer dining intentions.
- H4.** Online reviews' quantity greatly affects the customer's dining intentions.
- H5.** Online reviews' consistency greatly affects the customer's dining intentions.
- H6.** Online reviews' expertise greatly affects the customer dining intentions.
- H7.** Online reviews' product/service rating greatly affects the customer dining intentions.
- H8.** Online reviews' website reputation greatly affects the customer dining intentions.
- H9.** Online reviews' credibility greatly affects the customer dining intentions.
- H10.** Online reviews significantly affect the customer dining intentions

### 3. METHODOLOGY

To answer the proposed research question, this study used a descriptive quantitative approach. The data-gathering technique used in the study is a survey and the study used a random sampling in determining its respondents. The subjects of this research are

## To go or not to go: Role of Online Reviews towards Customer Dining Intention

Malolos residents who have dined at a casual dining restaurant at least once and chose a restaurant based on online reviews. The sample participants are drawn from various age groups, genders, and groups of people, including students, who are considered samples for the study. The researchers chose 100 people to complete the survey in order to collect data for the study. The research tool is an adapted questionnaire from Thomas et al. (2019) to identify the characteristics of online reviews that have a significant influence on customer dining intention. The survey questionnaire is divided into three sections: the first focuses on the impact of online reviews on customer casual dining intentions. The second section discusses which online review factors have the greatest influence on customer casual dining intention. The third section includes questions about the impact of online reviews on customer casual dining intentions. The questionnaire is composed entirely of Likert scale responses ranging from strongly agree to strongly disagree. Descriptive statistics were used.

### 4. RESULTS

**Table 1. Frequency, Weighted Mean and Descriptive Interpretation of Impact of Online reviews towards customer casual dining intention.**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. Positive comments tend to elicit emotional trust from customers.	27	64	9	0	3.18	Agree
2. Positive feedback boosts confidence and trust in the product.	22	73	5	0	3.17	Agree
3. Positive comments are extremely pervasive.	19	69	12	0	3.07	Agree
4. Online reviews help customers make purchasing decisions.	37	61	2	0	3.26	Strongly Agree
5. Customers are more likely to trust food establishment that have online reviews than food establishment that do not have online reviews.	14	86	0	0	3.14	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.16</b>	<b>Agree</b>

Table 1 shows the summary of results for the frequency, weighted mean, and interpretation of the impact of online reviews towards customer casual dining intention. Positive comments tend to elicit emotional trust from customers has a weighted mean of 3.18 with an interpretation of agree. Positive feedback boosts confidence and trust in the product has a weighted mean of 3.17 with an interpretation of agree. Positive comments are extremely pervasive has a weighted mean of 3.07 with an interpretation of agree. Online reviews help customers make purchasing decisions has a weighted mean of 3.26 with an interpretation of strongly agree. Customers are more likely to trust food establishment that have online reviews than food establishment that do not have online reviews has a weighted mean of 3.14 with an interpretation of agree. With that, the overall weighted mean would be 3.16 and the interpretation would be Agree.

**Table 2. Frequency, Weighted Mean and Descriptive Interpretation Online reviews' accuracy**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. Online reviews are accurate.	23	73	3	1	3.18	Agree
2. Online reviews are thoroughly written.	20	71	8	1	3.10	Agree
3. Online reviews are correct.	27	65	8	0	3.19	Agree
4. Online reviews are precisely formulated.	19	70	11	0	3.19	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.17</b>	<b>Agree</b>

As shown in Table 2, Online reviews' accuracy has an overall weighted mean of 3.17 with an interpretation of Agree. Online reviews are accurate has a weighted mean of 3.18 with an interpretation of agree. Online reviews are thoroughly written has a weighted

### To go or not to go: Role of Online Reviews towards Customer Dining Intention

mean of 3.10 with an interpretation of agree. Online reviews are correct has a weighted mean of 3.19 with an interpretation of agree. Online reviews are precisely formulated has a weighted mean of 3.19 with an interpretation of agree.

**Table 3. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' completeness.**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. Online reviews contain all the information needed about the reviewed product/services.	32	68	0	0	3.32	Strongly Agree
2. Online reviews contain very detailed information about the reviewed product/services.	22	71	5	2	3.13	Agree
3. Online reviews contain a variety of information about the reviewed products/services.	29	61	10	0	3.19	Agree
4. Overall, online reviews are comprehensive.	28	64	8	0	3.20	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.21</b>	<b>Agree</b>

Table 3 shows that Online reviews' completeness has an overall weighted mean of 3.21 with an interpretation of Agree. Online reviews contain all the information needed about the reviewed product/services has a weighted mean of 3.32 with an interpretation of strongly agree. Online reviews contain very detailed information about the reviewed product/services has a weighted mean of 3.13 with an interpretation of agree. Online reviews contain a variety of information about the reviewed products/services has a weighted mean of 3.19 with an interpretation of agree. Overall, online reviews are comprehensive has a weighted mean of 3.20 with an interpretation of agree.

**Table 4. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' timeliness.**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. Online reviews are current	22	73	5	0	3.17	Strongly Agree
2. Online reviews are timely.	27	64	9	0	3.18	Agree
3. Online reviews are up to date.	19	69	12	0	3.07	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.14</b>	<b>Agree</b>

As shown in Table 4, online reviews' timeliness has an overall weighted mean of 3.14 with an interpretation of Agree. Online reviews are current has a weighted mean of 3.17 with an interpretation of agree. Online reviews are timely having a weighted mean of 3.18 with an interpretation of agree. Online reviews are up to date has a weighted mean of 3.07 with an interpretation of agree.

**Table 5. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' quantity**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. There is a great number of reviews from different authors about many products/services.	37	61	2	0	3.35	Strongly Agree
2. There is a variety of reviews about many products/services	25	73	2	0	3.26	Strongly Agree
3. There is a multitude of information about many products/services	24	72	4	0	3.20	Agree
4. The number of online reviews about products/services is high.	27	69	4	0	3.23	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.26</b>	<b>Strongly Agree</b>

## To go or not to go: Role of Online Reviews towards Customer Dining Intention

Table 5 shows that Online reviews' quantity has an overall weighted mean of 3.26 with an interpretation of Strongly Agree. There is a great number of reviews from different authors about many products/services has a weighted mean of 3.35 with an interpretation of strongly agree. There is a great number of reviews from different authors about many products/services has a weighted mean of 3.26 with an interpretation of strongly agree. There is a multitude of information about many products/services has a weighted mean of 3.20 with an interpretation of agree. The number of online reviews about products/services is high has a weighted mean of 3.23 with an interpretation of agree.

**Table 6. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' consistency**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. Different online reviews about a product/service are often consistent with each other in terms of content	24	73	3	0	3.21	Agree
2. Different online reviews about a product/service overlap to some extent with each other in terms of content.	22	77	1	0	3.21	Agree
3. There is a multitude of information about many products/services	14	86	0	0	3.14	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.19</b>	<b>Agree</b>

As shown in Table 6, Online reviews' consistency has an overall weighted mean of 3.19 with an interpretation of Agree. Different online reviews about a product/service are often consistent with each other in terms of content has a weighted mean of 3.21 with an interpretation of agree. Different online reviews about a product/service overlap to some extent with each other in terms of content has a weighted mean of 3.21 with an interpretation of agree. There is a multitude of information about many products/services has a weighted mean of 3.14 with an interpretation of agree.

**Table 7. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' expertise**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. Reviewers of online reviews seem to possess sufficient knowledge.	25	72	3	0	3.22	Agree
2. Reviewers of online reviews seem to have enough insights to make an assessment	19	75	6	0	3.13	Agree
3. Reviewers of online reviews seem to be competent	17	75	8	0	3.13	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.16</b>	<b>Agree</b>

As shown in Table 7, Online reviews' expertise has an overall weighted mean of 3.16 with an interpretation of Agree. Reviewers of online reviews seem to possess sufficient knowledge has a weighted mean of 3.22 with an interpretation of agree. Reviewers of online reviews seem to have enough insights to make an assessment has a weighted mean of 3.13 with an interpretation of agree. Reviewers of online reviews seem to be competent has a weighted mean of 3.13 with an interpretation of agree.

**Table 8. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' product/service rating**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. The rating of products/services by means of stars has narrowed down the number of alternative products/services that are interesting to me.	35	65	0	0	3.25	Agree



### To go or not to go: Role of Online Reviews towards Customer Dining Intention

2. The rating of products/services by means of stars has allowed me to find products/services that satisfy my needs.	32	63	5	0	3.27	Strongly Agree
3. The rating of products/services by means of stars has allowed me to find well-rated products/services	42	55	3	0	3.39	Strongly Agree
4. The rating of products/services by means of stars has allowed me to get a quick overview of products/services.	35	61	4	0	3.31	Strongly Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.33</b>	<b>Strongly Agree</b>

Table 8 shows that Online reviews' product/service rating has an overall weighted mean of 3.33 with an interpretation of Strongly Agree. The rating of products/services by means of stars has narrowed down the number of alternative products/services that are interesting to me has a weighted mean of 3.25 with an interpretation of agree. The rating of products/services by means of stars has allowed me to find products/services that satisfy my needs has a weighted mean of 3.27 with an interpretation of strongly agree. The rating of products/services by means of stars has allowed me to find well-rated products/services has a weighted mean of 3.39 with an interpretation of strongly agree. The rating of products/services by means of stars has allowed me to get a quick overview of products/services has a weighted mean of 3.31 with an interpretation of strongly agree.

**Table 9. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' website reputation**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. The website is very popular	33	64	3	0	3.30	Strongly Agree
2. The website has a high reputation with good reason.	28	70	2	0	3.26	Strongly Agree
3. The website is known for its high reputation	35	63	2	0	3.33	Strongly Agree
4. The website is trustworthy in my opinion	20	75	5	0	3.15	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.26</b>	<b>Strongly Agree</b>

As shown in Table 9, Online reviews' website reputation has an overall weighted mean of 3.26 with an interpretation of Strongly Agree. The website is very popular has a weighted mean of 3.30 with an interpretation of strongly agree. The website has a high reputation with good reason has a weighted mean of 3.26 with an interpretation of strongly agree. The website is known for its high reputation has a weighted mean of 3.33 with an interpretation of strongly agree. The website is trustworthy in my opinion has a weighted mean of 3.15 with an interpretation of agree.

**Table 10. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews' credibility**

INDICATORS	4	3	2	1	WEIGHTED MEAN	INTERPRETATION
1. I think online reviews are credible.	40	55	5	0	3.35	Strongly Agree
2. I think online reviews are factual	20	74	6	0	3.14	Agree
3. I think online reviews are reliable.	25	72	3	0	3.22	Agree
4. I think online reviews are trustworthy.	20	75	5	0	3.15	Agree
<b>OVERALL WEIGHTED MEAN:</b>					<b>3.22</b>	<b>Agree</b>

Table 10 shows that Online reviews' credibility has an overall weighted mean of 3.22 with an interpretation of Agree. I think online reviews are credible has a weighted mean of 3.35 with an interpretation of strongly agree. I think online reviews are factual has a weighted mean of 3.14 with an interpretation of agree. I think online reviews are reliable has a weighted mean of 3.22 with an interpretation of agree. I think online reviews are trustworthy has a weighted mean of 3.15 with an interpretation of agree.

## To go or not to go: Role of Online Reviews towards Customer Dining Intention

Table 11. Frequency, Weighted Mean and Descriptive Interpretation of Online reviews in customer dining intention 4

INDICATORS		2	1	WEIGHTED MEAN	INTERPRETATION	
1. I intend to dine in a restaurant which I have read positive online reviews.	45	54	3.44			
2. If somebody asks me for advice, I will recommend restaurants.	60	1	0	3.38	Strongly Agree	
3. As a matter of principle, I inform myself before dining in a restaurant with the help of online reviews.	33	62	5	0	3.28	Strongly Agree
4. In the future, I will dine in a restaurant which I have read reviews online	29	70	1	0	3.28	Strongly Agree
<b>OVERALL WEIGHTED MEAN:</b>				<b>3.35</b>	<b>Strongly Agree</b>	
<b>3</b>						

1. I intend to dine in a restaurant which I have read positive online reviews.

Table 11 shows the summary of results for the frequency, weighted mean, and interpretation of the extent of the effect of online review on customer casual dining intention.

I intend to dine in a restaurant which I have read positive online reviews has a weighted mean of 3.38 with an interpretation of strongly agree. If somebody asks me for advice, I will recommend restaurants has a weighted mean of 3.44 with an interpretation of strongly agree. As a matter of principle, I inform myself before dining in a restaurant with the help of online reviews has a weighted mean of 3.28 with an interpretation of strongly agree. In the future, I will dine in a restaurant which I have read reviews online has a weighted mean of 3.28 with an interpretation of strongly agree. With that, the overall weighted mean would be 3.35 and the interpretation would be Strongly Agree.

## 5. DISCUSSION AND CONCLUSION

From the analysis of the data presented in the study, the following results were obtained.

1. Most respondents agreed that online reviews affect customers' casual dining intentions. With an overall weighted mean of 3.16 and verbal interpretation of agree, it has been found that online reviews positively affect customers' casual dining intention. This agreed with the previous study conducted by Kohli, H., & Khandai, S. in 2019 entitled "The Role Of eWOM in Social Media On Consumer's Choice Of Restaurant Selection, which states that people are aware and reading online reviews leads to positive purchase intention.
2. A closer look at the study reveals that all proposed online review attributes greatly influence customer dining intention. This agreed with the previous study by Thomas et al. (2019), where the identified factors were derived. Product/ Service Rating, Website Reputation, and Review Quantity show the strongest positive effects. The Product/ Service Rating ranked as the most important attribute in restaurant selection, with an overall weighted mean of 3.33 and a verbal interpretation of Strongly Agree.
3. The findings reveal the extent of the effect of online reviews on customer dining intention. With an overall weighted mean of 3.35 and a verbal interpretation of To a Very Large Extent, it has been found that customers are increasingly using and relying on the opinions of others posted on online review sites, as stated by Malbon, 2013, Nielsen Global Company. Interestingly, the findings revealed that most respondents intend to dine in a restaurant and have read positive online reviews.

### Conclusions

Based on the discoveries of the study, the following conclusions are drawn:

1. Online reviews positively affect customers' casual dining intentions. Customers who gather more information from online sources report a higher interest in the product or company, which may eventually lead to positive dining intentions.
2. The following proposed online review attributes derived from the previous study, including accuracy, completeness, timeliness, review quantity, review consistency, review expertise, product/service rating, website reputation, and credibility, greatly influence customer dining intention.

## To go or not to go: Role of Online Reviews towards Customer Dining Intention

3. Customers intend to dine in a restaurant where they have read positive online reviews. Online Reviews provide various information that assists customers in making decisions ahead of time.

### Limitations

Overall, this paper improves our awareness of the role of online reviews towards customer dining intention. Many of the psychological factors that influence customer dining intention must be investigated further. In the incredibly challenging hospitality industry of today, this kind of investigation is particularly necessary. To better understand the relationship between attitudes and intention, further study could test the conceptual framework in various contexts.

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