



A Quantitative Study on Culinary Tourism: The Effect of Service Quality on Purchase Decision Through Trust And Word of Mouth

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Abstract

This study aims to investigate the effect of service quality on purchasing decisions in culinary tourism, by considering the role of Trust and Word of Mouth as mediating variables. This study uses a quantitative approach of descriptive research and explanatory research that describes the relationship between variables with a population of all visitors to Makassar City's typical restaurants or stalls which are the main destinations for culinary tourism. Data analysis in this study PLS-SEM Warp Analysis and Sobel Test. The results showed that: 1) Directly Service Quality, Trust, and Word of Mouth have a significant effect on Purchase Decisions. 2) Indirectly Service Quality, Trust, and Word of Mouth have a significant effect on Entrepreneurial Intention. Based on the results of this study, it is known that consumers feel that joining a community or group can fulfill the information needs related to culinary tourism, then with the spread of word of mouth and good trust, it will increase the reputation of a place of Makassar City Restaurant or Warung which is the target of culinary tourists so that it needs to be given more attention in terms of service quality.

Keywords: Trust, word of mouth, service quality, purchase decision

1. INTRODUCTION

The increasing variety of new culinary tourism options that have emerged has tightened competition in the culinary industry. To survive and excel in the culinary business, entrepreneurs need to provide maximum service, because poor service quality can result in a decrease in customer visits. To anticipate a decrease in visits, good product quality and service from the place where food is served are needed. The quality of a place to eat is a quality indicator that can prove value to consumers. The main factor in measuring customer satisfaction when consuming food is service quality, as explained by Nunkoo et al. (2017) and Liu et al. (2016). Customer satisfaction is strongly influenced by the service experience received when visiting a restaurant, and this contributes to overall consumer satisfaction with the culinary business.

Talking about how to attract consumer arrival, cannot be separated from how Service Quality is provided by a food business to consumers. As Mahato & Goet (2020) service providers are intangible products, and service quality has a significant influence on consumer assessments of a service company. An example of the sustainable success of a business that focuses on culinary tourist customers in Makassar City is Watung Makan Konro Karebosi. Konro Karebosi has maintained business for 56 years since its inception in 1968. The business has proven that providing good Service Quality will affect a business's successful survival (Ali et al., 2021).

In running a culinary tourism business, the strategies implemented must accommodate customer needs and expectations in food service facilities. A basic strategic step involves identifying market segments, i.e. customers and their wants. Restaurant managers are responsible for determining the types of food and beverages, menu variations, service levels, pricing, and value, interior design, ambiance, customer expectations and perceptions, location, accessibility, and the role of employees as service providers (Nam et al., 2018). Since the food and beverage service business is closely

related to service quality, entrepreneurs are expected to provide the best service to consumers. Therefore, maintaining service quality is crucial to increasing the number of visitors to an eating place.

Service quality is the main key for a food stall business to gain a competitive advantage over other competitors, an improved level of Service Quality will have direct implications for the level of consumer confidence in a food stall brand. In addition to the sense of satisfaction shown by consumers, it will lead to different degrees of trust according to consumer perceptions of risk. Previous research shows that Service Quality has a positive effect on Trust (Erkmen & Hancer, 2019). This shows that the higher the quality of service, the higher the trust it can lead consumers to form a loyal attitude.

The relationship with the variables of service quality, customer satisfaction, and consumer confidence can be positioned to have a positive relationship. In the literature, it is explained that the higher the quality of service, customer satisfaction, and customer trust, the higher the customer loyalty. (Erkmen & Hancer, 2019) the higher the Trust the higher the customer loyalty. The existence of Trust indirectly influences consumers to suggest the restaurant of their choice to the surrounding environment, Word of Mouth will appear when consumers are satisfied with what the restaurant provides and they have Trust in the brand. Satisfied consumers will become spokespersons for a product more effectively and convincingly than any kind of advertising. This kind of satisfaction is impossible without excellent service. Sa'ait, et al (2016) stated that currently there has been a shift in marketing, where marketing today does not only depend on elements of the marketing mix, interaction and relationships between consumers are key factors in marketing a product.

More in-depth, currently the marketing of restaurants or stalls does not only rely on the elements of the marketing mix (Praesri et al., 2022), the effect of Word of Mouth also affects the development of the restaurant. As an illustration, when consumers are satisfied with the services provided, it will certainly create a positive stigma that has implications for Word of Mouth, where the connection with this research is the interaction of old consumers who are satisfied with the service with potential new consumers, which is important to study for the sustainability of the restaurant business.

As one of the restaurants or stalls that are the target of culinary tourism hunters, Coto Makassar is the favorite of tourists who want to hunt for culinary in the city of Makassar. This is proven by the crowds of visitors at all times, especially during lunch and dinner hours. Apart from the density of visitors, Warung Coto Makassar in several branches also has a fairly high average value on Google reviews, having a value of 4.5 out of 5.00. Furthermore, quoted from food delivery service providers Grabfood and Gofood, Warung Coto Makassar has a rating of 4.7 and 4.8 from a full score of 5.00, several Makassar culinary websites also recommend Coto Makassar to be a culinary tourist destination in Makassar City.

Several research phenomena can be analyzed, including the phenomenon of Service Quality which involves measuring and analyzing the quality of service provided by Makassar Coto Stalls in Makassar City. Service quality can include aspects such as service speed, responsiveness, friendliness, and ease of transaction. Purchase Decision, includes the decision-making process by consumers to purchase products or services from Warung Coto Makassar. Research can explore factors that influence purchasing decisions, such as service quality, price, food quality, and trust. For Trust, it talks about measuring and analyzing the level of consumer trust in Warung Coto Makassar. Trust can be influenced by factors such as stall reputation, personal experience, recommendations from others, and transaction fairness. As for Word of Mouth (WoM), it covers the influence generated by WoM (Word of Mouth) on consumer purchasing decisions. Research can look at how WoM about Warung Coto Makassar can influence consumers' perceptions and their purchasing decisions.

In this study, we will analyze the relationship between service quality, trust, WOM, and purchasing decisions at Makassar Coto Stalls in Makassar City. The aim is to understand the extent to which service quality contributes to consumer trust, as well as how trust and WOM influence consumer purchasing decisions. Based on the background of the problem above, the research gap, urgency, and novelty in this study, namely: 1) There are not many studies that use the Trust and Word of Mouth variables simultaneously as mediator variables. 2) The observed research object is unique



because the food stalls are visitors who are the most crowded culinary tourism destinations in Makassar City.

There are several reasons why researchers chose this research topic, namely this topic is very relevant to business and marketing. In an era of increasingly fierce competition, understanding the factors that influence consumer purchasing decisions can help food stalls such as Warung Coto Makassar to improve their service strategies and win consumer trust. Furthermore, conducting research specifically on WarungCoto Makassar in Makassar City provides its uniqueness. This research can provide a deeper understanding of consumer preferences, purchasing behavior, and the factors that influence them in the context of food stalls in the area. Then the previous and most recent research that is under this research, namely research conducted by Hamzah & Fitriany (2023), where directly and indirectly, there is a positive and significant influence between service quality and Word of Mouth on purchasing decisions through trust as an intervening variable at CV Catering. Narsa Makassar.

The results of this study will answer several research questions, namely how the direct and indirect effects of Service Quality variables on Trust, Service Quality on Purchase Decision, Service Quality on Word of Mouth, and Word of Mouth on Purchase Decision at Makassar Coto Stalls in Makassar City. In addition, the results of this study also provide valuable insights for food stall owners and business people in the food and beverage industry. Research can provide concrete suggestions and recommendations on how to improve service quality, build consumer trust, and utilize WOM to improve purchasing decisions. This research can make new contributions to the fields of marketing and consumer behavior. By analyzing the influence of service quality, trust, and WOM on purchasing decisions, this research can expand our understanding of the factors that influence consumer purchasing decisions in the context of food stalls.

The relationship between Service Quality and Purchase Decision

Yulisetiari (2016) states that the creation of customer satisfaction can make the relationship between service providers and consumers harmonious, which in turn will create customer loyalty and ultimately benefit the company. According to Anggita & Ali (2017), Purchase Decision is a process carried out to combine all the knowledge obtained by consumers into consideration values that are useful in choosing two or more alternatives so that they can decide on one of the products.

H1: There is an influence between Service Quality on Purchase Decision at Makassar Coto Stalls in Makassar City.

The Relationship between Service Quality and Trust

According to Mahsyar & Surapati (2020), Service Quality is the fulfillment of consumer needs and desires and the accuracy of their delivery to balance consumer expectations. Trust is built because of the expectation that the other party will act by the needs and desires of consumers. When someone has trusted the other party, they believe that expectations will be met and will not be disappointed (Kabadayi, 2016).

H2: There is an influence between Service Quality on Trust at Makassar Coto Stalls in Makassar City.

The relationship between Service Quality and Word of Mouth

According to Marcos & Coelho (2022), stating that one way to create customer satisfaction is to improve service quality because customers are the main focus when talking about satisfaction and loyalty. According to Wahyudi et al. (2023) Word of Mouth is a marketing activity carried out by a brand so that consumers talk about, promote, and want to sell the company's brand to others.

H3: There is an influence between Service Quality on Word of Mouth at Makassar Coto Stalls in Makassar City.

The relationship between Trust and Purchase Decision

According to Mal et al. (2018), brands have a potential response to create influence and trust from consumers, for companies, consumer trust in a brand is an important target to achieve. Furthermore, Sivaram (2019) Purchase Decision is the process by which consumers decide which brand to buy. Consumers will buy the most preferred brand, but can be influenced by two factors that are between purchase intention and purchase decision, namely other people's attitudes and unexpected situations.

H4: There is an influence between Trust on Purchase decisions at Makassar Coto Stalls in Makassar City.

The relationship between Word of Mouth and Purchase Decision

According to Imbayani & Gama (2018) Word of Mouth (WoM) is an activity in which consumers provide information about a brand or product to other consumers. Purchase Decision is the process of selecting two or more choices that result in a decision to buy or not buy. Choices must be available when consumers will make decisions. The purchase decision-making process requires the search or receipt of different information (Chen et al., 2017).

H5: There is an influence between Word of Mouth on Purchase Decisions at Makassar Coto Stalls in Makassar City.

The relationship between Service Quality and Purchase Decision through Trust

Service Quality is a form of attitude, related to but not the same as satisfaction resulting from a comparison of expectations and performance. Service Quality is noted as an important requirement and also as a determinant of the competitiveness of a service to build and maintain relationships with customers (Alshurideh et al., 2016). Buying decision-making is a consumer decision about what to buy, how much to buy, where to do it, when to do it, and how the purchase will be made (Alavi et al., 2016). Mabkhot et al. (2017) state that brand trust can be defined as the average consumer's willingness to rely on the brand's ability to perform its stated function.

H6: There is an influence between Service Quality on Purchase Decision through Trust at Makassar Coto Stalls in Makassar City.

The relationship between Service Quality and Purchase Decision through Word of Mouth

According to Ali et al. (2021) Service Quality is a measure of how good a service is so that it meets consumer expectations. Ambolau and Muhammad (2015) state that purchasing decisions are actions taken by consumers to buy a product. Therefore, consumer purchasing decision-making is a process of choosing one of several alternative problem-solving with real action. After that, consumers can evaluate the choices and then determine the decision to be made. Sa'ait et al. (2016), show that WOM influences consumer behavior before consumers decide to buy a product or service.

H7: There is an influence between Service Quality on Purchase Decision through Word of Mouth at Makassar Coto Stalls in Makassar City.

2. RESEARCH METHODOLOGY

This research uses a quantitative approach to descriptive research and explanatory research. The type of data in this study is based on how to obtain it, there are types of primary data and secondary data. The types of data used in this study are quantitative and qualitative data. Quantitative data in this study is numerical data obtained from filling out questionnaires or questionnaires, while qualitative data is data presented in sentence form. Data collection is obtained from primary data sources. Where primary data is obtained from respondents who fit the criteria using research instruments in the form of distributing offline questionnaires and Google forms. Data analysis techniques and tools in research using path analysis with completion using Warp PLS. Where this technique will test the hypothesis that states the influence between the independent variable on the intervening variable and the intervening variable on the dependent variable and the indirect effect of the independent variable (X) on the dependent variable (Y) through the intervening variable (Z).

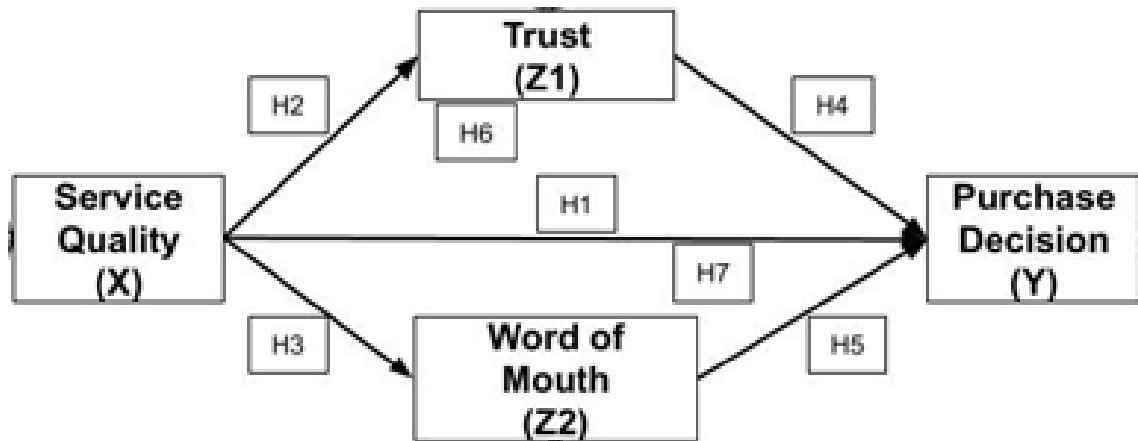


Figure 1. Relationship model between research variables
(Source: Author 2024)

Description:

X: Service Quality

Y: Purchase Decision

Z1: Trust

Z2: Word of Mouth

The population determined in this study were visitors to Makassar Coto Stalls in Makassar City. The sampling technique in this study uses purposive sampling where the sample criteria in this study are as follows:

The customers of Coto Makassar stalls in Makassar City

Visitors to Makassar Coto Stalls in Makassar City who have visited.

The formula used to find the sample is using the Daniel & Terrel formula, namely:

$$n = (z^2 pq) / d^2$$

Description:

n = sample size

z = z value with alpha 0.05 then the z value is 1.96

p = estimated population proportion

q = 1-p

d = error rate alpha 0.05

To determine the sample size, the researcher conducted a preliminary study for 1 day at Warung Coto Makassar from 08:00 to 20:00. From the preliminary study conducted, 50 people were found. of these 50 people, 48 people met the researcher's criteria. So that the estimated sample proportion is known as follows:

Formula:

$$p = 48/50 \times 100\%$$

$$p = 0,96\%$$

After knowing the p-value of 0.96%, then enter it into the formula above:

$$n = (z^2 pq) / d^2$$

$$n = ([1,96]^2 \times 0,96 \times (1-0,96)) / [0,05]^2$$

$$n = (3,84 \times 0,96 \times 0,07) / 0,0025$$

$$n = 58,96 \approx 59 \text{ Responden}$$

To anticipate that the questionnaires would not under the expectations of the researchers, the number of samples was increased by 100%, namely that there were 118 respondents.

3. FINDINGS AND DISCUSSION

Warung Coto Makassar is one of the restaurant businesses that has attracted the attention of many tourists and locals because of the authentic taste that can be found in Makassar City. This is proven by the fact that the restaurant is always crowded at all times, especially during lunch and dinner hours. Apart from the crowds, Warung Coto Makassar also has a high score on Google reviews, having a score of 4.5 out of 5.00. Furthermore, quoted from food delivery service providers Grabfood and Gofood, Warung Coto Makassar has a rating of 4.7 and 4.8 out of a full value of 5.00, several Makassar culinary websites also recommend Coto Makassar to be a destination for culinary tourism in Makassar City.

The Coto Makassar business is currently in high demand. This is because opening a Coto Makassar stall does not require too much capital and the opportunities and prospects for long-term profits are also very tempting. Coto Makassar stalls are famous as street food stalls located on the side of the road or in restaurants. The menu provided is only one type, but usually, the filling of Coto Makassar is diverse. For the people of Indonesia, the existence of this place is familiar to tourists who hunt for culinary.

The success that Warung Coto Makassar has achieved Warung Coto Makassar has worked together to be registered in the Grabfood, and Gofood applications, and can make payments through virtual wallets. These adjustments were made mainly to make it easier for customers to buy Warung Coto Makassar both in the pandemic era that has passed and in the current digital era. In the context of developing new markets, it is required to find completely new consumers, but companies should focus more on continuing to work on retaining consumers and how to attract new consumers to come.

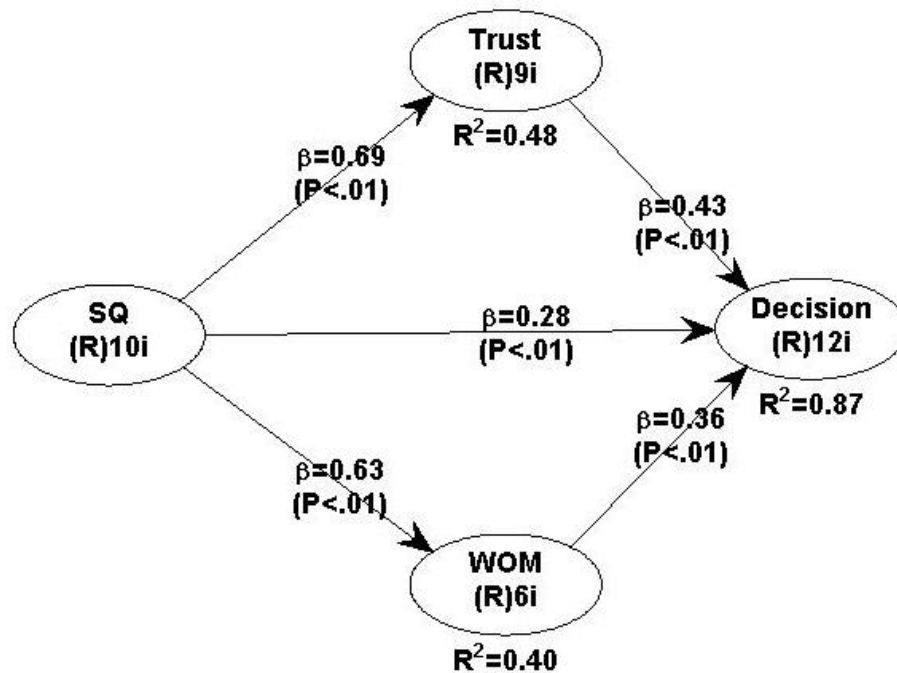


Figure 2. PLS Warp Test Results
(Source: Author 2024)

3.1 Direct Effect Test Results Path coefficients

	SQ	Trust	WOM	Decisio
Trust	0.694			
WOM	0.632			
Decisio	0.276	0.428	0.361	

P values

	SQ	Trust	WOM	Decisio



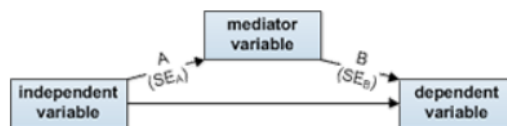
Trust	<0.001			
WOM	<0.001			
Decisio	<0.001	<0.001	<0.001	<0.001

Standard errors for path coefficients

	SQ	Trust	WOM	Decisio
Trust	0.077			
WOM	0.079			
Decisio	0.086	0.083	0.084	

3.2 Sobel Test Results

Service Quality → *Trust* → *Purchase Decision*



A: ?

B: ?

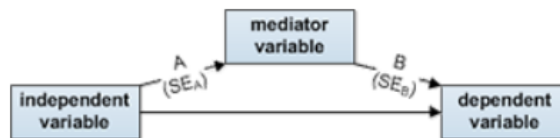
SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 4.47584696
One-tailed probability: 0.00000381
Two-tailed probability: 0.00000761

Service Quality → *Trust* → *Purchase Decision*



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 3.78591749
One-tailed probability: 0.00007657
Two-tailed probability: 0.00015314

The results of testing the hypothesis of direct and indirect effects can be seen in Table 1, as follows:

Table 1. Recapitulation of Statistical Test Results

Varia bel Independen	Varia bel Intervening	Varia bel Dependen	Pat h Coefficient	Indirect Coefficient	Std . Error	P Value
Direct Influence						
Service Quality	-	Purchase Decision	0.276	-	0.001	P<0.001
Service Quality	-	Trust	0.694	-	0.001	P<0.001
Service Quality	-	Word of Mouth	0.632	-	0.001	P<0.001
Trust	-	Purchase Decision	0.428	-	0.001	P<0.001
Word of Mouth	-	Purchase Decision	0.361	-	0.001	P<0.001
Indirect Influence (Sobel Test)						
Service Quality	Trust	Purchase Decision	-	0.694×0.428 = 0.297	0.001	P<0.001
Service Quality	Word of Mouth	Purchase Decision	-	0.632×0.361 = 0.228	0.001	P<0.001

(Source: Primary data processed, 2024)

Based on Table 4.17 above, hypothesis testing in this study, it can be concluded that:

- H1: There is a positive and significant effect of Service Quality on the Purchase Decision of Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.276 and the p-value is P <0.001 It can be concluded that H1 is accepted. This means that the higher the Service Quality, the higher the Purchase Decision.
- H2: There is a positive and significant effect of Service Quality on the Trust of Makassar Coto Stalls in Makassar City. From the test results conducted, the path coefficient is 0.694 and the p-value is P <0.001 It can be concluded that H2 is accepted. This means that the higher the Service Quality, the higher the Trust.
- H3: There is a positive and significant effect of Service Quality on Word of Mouth Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.632 and the p-value is P <0.001 It can be concluded that H3 is accepted. This means that the higher the Service Quality, the higher the Word of Mouth.
- H4: There is a positive and significant influence of Trust on the Purchase Decision of Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.428 and the p-value is P <0.001 It can be concluded that H4 is accepted. This means that the higher the Trust, the higher the Purchase Decision.
- H5: There is a positive and significant influence of Word of Mouth on the Purchase Decision of Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.361 and the p-value is P <0.001 It can be concluded that H5 is accepted. This means that the higher the Word of Mouth, the higher the Purchase Decision.
- H6: There is a positive and significant effect of Service Quality on Purchase Decisions through Trust Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.297 and the p-value is P <0.001 It can be concluded that H6 is accepted. This means that the higher the Service Quality through Trust, the higher the Purchase Decision.
- H7: There is a positive and significant effect of service quality on purchase decisions through word of mouth Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.228 and the p-value is P <0.001 It can

be concluded that H7 is accepted. This means that the higher the service quality through word of mouth, the higher the purchase decision.

The Sobel test is used to determine whether the relationship passed by a mediating variable (Trust and Word of Mouth) is significantly able to mediate the relationship between Service Quality and Purchase Decision. The following is a description of the results of the sobel test calculation:

$$t = \frac{ab}{\sqrt{(b^2SEa\frac{2}{a}) + (a^2SEb\frac{2}{b})}}$$

Description:

- a : Regression coefficient of the independent variable (X) on the intervening variable (Z)
- b : Regression coefficient of intervening variables (Z1 & Z2) on the dependent variable (Y)
- SEa : Standard error of estimation of the effect of the independent variable on the mediating variable.
- SEb : Standard error of estimation of the effect of the mediating variable on the dependent variable.
- SEc : Standard error of estimation of the effect of the independent variable on the dependent variable.

3.3 The Effect of Service Quality on Purchase Decision through Trust

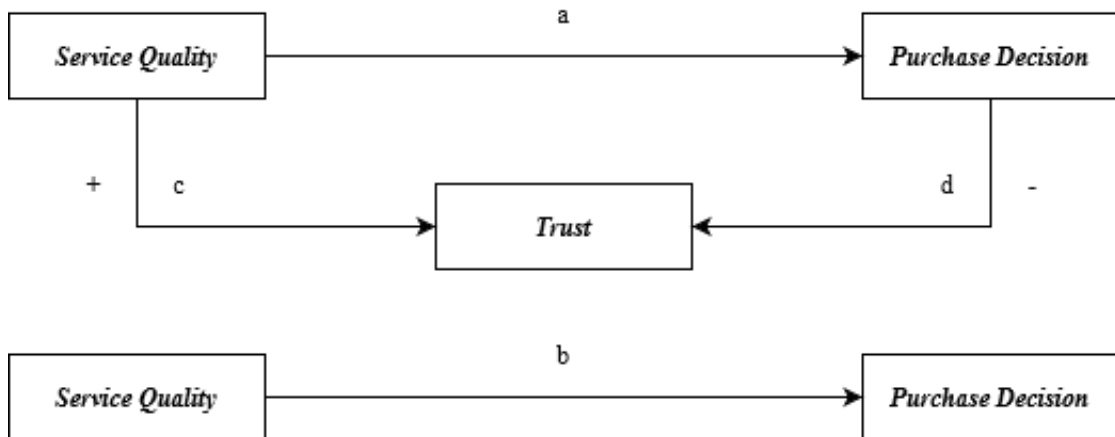


Figure 3. Full mediation model
(Source: Author 2024)

$$t = \frac{ab}{\sqrt{(b^2SEa\frac{2}{a}) + (a^2SEb\frac{2}{b})}}$$

$$t = \frac{0.694 \times 0.428}{\sqrt{(0.428^2 \times 0.077^2) + (0.694^2 \times 0.083^2)}}$$

$$t = \frac{0.297032}{\sqrt{(0,183184 \times 0,005929) + (0,481636 \times 0,006889)}}$$

$$t = \frac{0.297032}{\sqrt{(0,0010860979) + (0,0033179904)}}$$

$$t = \frac{0.297032}{\sqrt{0,0044040883}}$$

$$t = \frac{0.297032}{0.0663633054}$$

$$t = 4,47584696 \approx 4,476$$

Based on the calculation of the Sobel test above, it can be seen that the t value obtained in the first Sobel test is 4.476 (Partial), which means that the independent variable can directly influence the dependent variable without going through / involving the mediator variable. This is because the t value obtained is $4.476 > 1.652$ with a significance level of 0.05 (significance level 5%). With these results, it can be concluded that Service Quality on Purchase Decisions has a significant influence through Trust.

3.4 Effect of Service Quality on Purchase Decision through Word of Mouth

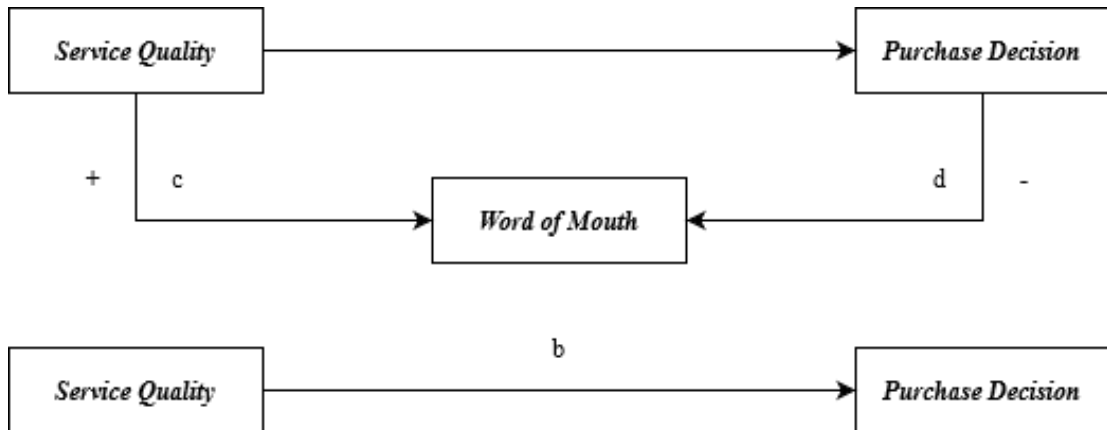


Figure 4. Full mediation model
(Source: Researcher, 2024)

$$t = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$$

$$t = \frac{0.632 \times 0.361}{\sqrt{(0.361^2 \times 0.079^2) + (0.632^2 \times 0.084^2)}}$$

$$t = \frac{0.297032}{0.297032}$$

$$t = \frac{\sqrt{(0,130321 \times 0,006241) + (0,399424 \times 0,007056)}}{0.297032}$$

$$t = \frac{\sqrt{(0,000813333361) + (0,002818335744)}}{0.297032}$$

$$t = \frac{\sqrt{0,003631669105}}{0.297032}$$

$$t = \frac{0.0602633313466}{0.297032}$$

$$t = 4,92890109 \approx 4,929$$

Based on the calculation of the Sobel test above, it can be seen that the t value obtained in the first Sobel test is 4.929 (Partial), which means that the independent variable can directly influence the dependent variable without going through / involving the mediator variable. This is because the t value obtained is $4.929 > 1.652$ with a significance level of 0.05 (significance level 5%). With these results, it can be concluded that Service Quality on Purchase Decisions has a significant influence through Word of Mouth.

Based on the results of the analysis, there is a positive and significant effect of Service Quality on the Purchase Decisions of Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.276 and the p-value is $P < 0.001$. It can be concluded that H1 is

accepted. This means that the higher the Service Quality carried out by Warung Coto Makassar in Makassar City, it can increase the Purchase Decision of consumers or customers to choose Warung Coto Makassar as the main choice. The effect of Service Quality on Purchase Decisions is a topic that has been widely researched in the fields of marketing and business management. This study aims to understand how the quality of service provided by a company can influence customer purchasing decisions or Purchase Decisions.

The results of this study are supported by previous research, namely: 1) Research conducted by Sukmana et al. (2020), where this study shows that the quality of service received by customers has a significant effect on customer satisfaction and future purchase intentions. 2) Research conducted by Shin et al. (2015) also shows similar findings, where they found that high service quality has a positive and significant effect on customer satisfaction and purchase decisions in the South Korean banking industry. 3). The impact of Service Quality on customer loyalty in Myanmar hospitality industry: the mediating role of customer satisfaction (Myo et al., 2019), where this research was conducted in the hospitality industry and showed that service quality has a positive and significant effect on customer satisfaction and future purchase intentions. 4). The Mediating Effect of customer satisfaction on the relationship between Electronic banking Service Quality and customer Purchase intention: Evidence from the Qatar banking sector (Khatoun et al., 2020), where this research was conducted in the Islamic banking sector in Qatar and showed that service quality has a positive and significant effect on customer satisfaction and future purchase intentions.

Based on the results of the analysis, there is a positive and significant effect of Service Quality on the Trust of Makassar Coto Stalls in Makassar City. From the test results conducted, the path coefficient is 0.694 and the p-value is $P < 0.001$ It can be concluded that H2 is accepted. This means that the higher the Service Quality carried out by Warung Coto Makassar in Makassar City, it can increase consumers or customers trust or trust to remain loyal or choose Warung Coto Makassar as the first choice if you want to enjoy various specialty food dishes in Makassar City. The effect of service quality on trust is a topic that has been widely discussed in marketing and management literature. In this context, "Trust" refers to customers' beliefs or expectations of the company's ability to meet their needs and expectations well. Previous research has shown that good service quality can increase customer trust in the company (Fauzi & Suryani, 2019). Customers who feel satisfied with the quality of service provided will tend to trust the company more because they believe that the company will provide good service in the future. Research results also show that poor service quality can damage customer trust (Gao et al., 2015). Customers who are dissatisfied with the quality of service provided will tend to doubt the company's ability to meet their needs in the future.

Based on the results of the analysis, there is a positive and significant effect of Service Quality on Word of Mouth Warung Coto Makassar. From the test results conducted, the path coefficient is 0.632 and the p-value is $P < 0.001$ It can be concluded that H3 is accepted. This means that the higher the Service Quality carried out by Warung Coto Makassar in Makassar City, can increase Word of Mouth or customers or consumers who have visited Warung Coto Makassar in Makassar City talk about, provide advice and recommendations to enjoy various types of lalapan as the first choice if you want to enjoy various typical food dishes du Makassar City. The effect of service quality on Word of Mouth is a topic that has also been widely researched in marketing and management literature. Word of Mouth refers to information conveyed by word of mouth between individuals or customers regarding a product or service. In this context, service quality can influence Word of Mouth positively or negatively. Customers who are satisfied with the quality of service provided will tend to share their positive experiences with others, thereby strengthening the positive image of the company and increasing positive Word of Mouth. Conversely, poor service quality can cause customers to feel disappointed and angry, so they tend to share their negative experiences with others, which can damage the company's image and cause negative Word of Mouth.

Based on the results of the analysis, there is a positive and significant effect of Trust on the Purchase Decision of Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.428 and the p-value is $P < 0.001$ It can be concluded that H4 is accepted. This means that the higher the Trust or customer trust in Warung Coto Makassar in Makassar City, can

increase the Purchase Decision of customers and consumers of Warung Coto Makassar in Makassar City. The effect of Trust on Purchase Decisions is also an interesting research topic to discuss. Trust is considered an important factor in the formation of purchasing decisions by consumers (Lăzăroiu et al., 2020). If consumers believe in a brand or company, they are more likely to make purchases or make repeat purchases in the future.

Based on the results of the analysis, there is a positive and significant effect of Word of Mouth on the Purchase Decision of Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.361 and the p-value is $P < 0.001$. It can be concluded that H5 is accepted. This means that the higher the Word of Mouth made by consumers who have come to visit and enjoy the various foods served at Warung Coto Makassar in Makassar City, it can increase the Purchase Decision or repeat visits or new people who come as a result of the influence of the Word of Mouth. The effect of Word of Mouth on Purchase Decision is also an interesting topic to discuss. Word of Mouth is a process by which individuals share information about products or services with others, and can influence consumer purchasing decisions (Ramya & Ali, 2016; Palalic et al., 2021). Many studies have been conducted to test the effect of Word of Mouth on Purchase Decisions, and the results show that Word of Mouth has a positive and significant effect on Purchase Decisions. For example, a study conducted by Cheung & To (2021) titled *The Effect of Consumer Perceptions of the Retailers on Purchase Behavior and Word-of-Mouth: The moderating role of Ethical Beliefs* found that Word of Mouth has a positive effect on consumer purchasing decisions in the context of purchasing cosmetic products. Another study conducted by Shankar et al. (2020) shows that Word of Mouth has a positive impact on purchasing decisions in the context of banking. The results of this study indicate that consumers who receive recommendations from others are more likely to make purchases at the recommended bank.

Based on the results of the analysis, there is a positive and significant effect of Service Quality on Purchase Decisions through Trust Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.297 and the p-value is $P < 0.001$. It can be concluded that H6 is accepted. This means that the higher the Service Quality carried out by Warung Coto Makassar in Makassar City in the form of maximum service, it can increase the Purchase Decision of consumers or customers to choose Warung Coto Makassar in Makassar City as the main choice, where Trust or trust is an intermediate variable so that more consumers will choose Warung Coto Makassar in Makassar City. With the existence of Trust, customers feel that they already trust and are confident in the cuisine or food offerings from Warung Coto Makassar. The effect of Service Quality on Purchase Decisions can occur through Trust. When consumers feel that the quality of service provided by a company or brand is trusted, they will be more likely to buy the product or use the service (Han & Hyun, 2015). Trust is a consumer's belief that a company or brand will provide good and reliable service (Lassoued & Hobbs, 2015). Many studies have been conducted to examine the effect of Service Quality on Purchase Decisions through Trust. For example, research conducted by Najjar (2020) with the title *The impact of airline Service Quality on Trust and loyalty: Application of the online/offline channel perspective*, shows that Service Quality has a positive effect on Trust, and Trust then has a positive effect on Purchase Decision. The results of this study indicate that consumers who believe in the brand will be more likely to buy products or use the services offered.

Based on the results of the analysis, there is a positive and significant effect of Service Quality on Purchase Decisions through Word of Mouth in Warung Coto Makassar in Makassar City. From the test results conducted, the path coefficient is 0.228 and the p-value is $P < 0.001$. It can be concluded that H7 is accepted. This means that the higher the Service Quality carried out by Warung Coto Makassar in Makassar City in the form of maximum service, it can increase the Purchase Decision of consumers or customers to choose Warung Coto Makassar in Makassar City as the main choice, where Trust or trust is an intermediate variable so that more consumers will choose Warung Coto Makassar in Makassar City. With the existence of Trust, customers feel that they already trust and are confident in the cuisine or food offerings from Warung Coto Makassar. Research examining the effect of Service Quality on Purchase Decisions through Word of Mouth shows that good service quality will influence consumer purchasing decisions through the influence of Word of Mouth. This



is supported by the theory that consumers tend to seek information from those closest to them before making a purchase, and the influence of Word of Mouth can have a stronger effect than advertising. The results showed that Service Quality has a positive and significant effect on Word of Mouth, and Word of Mouth also has a positive and significant effect on Purchase Decision. In addition, Service Quality also has a positive and significant effect on Purchase Decisions indirectly through Word of Mouth.

4. CONCLUSION

Based on the results of descriptive statistical analysis, it can be seen that the descriptive state of the Service Quality variable on Purchase Decision through Trust and Word of Mouth at Warung Coto Makassar in Makassar City is classified as very good. There is a positive and significant direct influence between the Service Quality variable on Trust, Service Quality on Purchase Decision, Service Quality on Word of Mouth, and Word of Mouth on Purchase Decision at Warung Coto Makassar in Makassar City. There is a positive and significant indirect effect between the Service Quality variable on Purchase Decisions through Trust and Word of Mouth at Warung Coto Makassar in Makassar City. This means that if the Service Quality content provided is good and through Trust and Word of Mouth provided by customers, it will increase the Purchase Decision at Warung Coto Makassar in Makassar City.

Based on the research results presented in the previous chapter, the researcher's suggestions for this study are as follows. Consumers feel that joining a community or group can fulfill the information needs needed, it can be suggested that the existence of a group regarding the search for a tourist spot can be a reference for the needs of people in need. In addition, consumers feel the need for a suggestion shelter to more easily convey dissatisfaction with the information received. With the spread of word of mouth information (Word of Mouth) and good trust, it will increase the reputation of the Makassar Coto Warung place in Makassar City so it needs to be given more attention in terms of service quality. With the spread of electronic Word-of-Mouth information, it will be easy for people to convey if there is dissatisfaction.

Based on the results of the study, the researcher has suggestions for readers or further researchers who will study the Purchase Decision, including a) To be able to add other factors or variables; b) Increase the number of respondents; c) more in-depth exploration between respondents with various backgrounds, and; d) Future research so that research can be directed to the Experimental research model.

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