

Factors' Influence of E-WOMs in Restaurant Businesses: Evidence from Bangladesh

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Abstract

Purpose: The study aimed to inquire about the factors influencing E-WOMs in the restaurant business: Evidence from Bangladesh.

Research Methodology: Quantitative research was conducted and the study used descriptive research methodology. 161 data points were gathered from Bangladeshi customers using a standardized questionnaire and an online purposive sampling technique. The partial least square structural method was used to analyze the data and test the hypotheses.

Sampling Technique: The probability sampling technique was chosen for this study. An online questionnaire is coherent with the conditions of this study, which focuses on a person who visited a restaurant.

Data Analysis: SmartPLS software version 3.0 was used to analyze the data. Structural equation modeling was used to validate the study's conceptual model (SEM). Cronbach's Alpha coefficients and Composite Reliability (CR) are used to determine the reliability. Besides, discriminant validity is used to test the Fornell-Larcker Criterion.

Results: PLS-SEM demonstrated that positive reviews, negative reviews, trust, food and service quality, and source credibility had significant effects on E-WOMs in the restaurant business in Bangladesh.

Limitation: This study focused only on the Bangladeshi restaurant business.

Contribution: The study helped the authorities conduct their restaurant business by considering these factors, positive reviews, negative reviews, trust, food and service quality, and source credibility.

Keywords: E-WOM, Source Credibility Theory, TAM, Bangladesh, PLS-SEM

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1. Introduction

In the present era of globalization, numerous changes in food habits are a simple matter ([Ariyanto & Kustini, 2021](#)), and people love to often visit a restaurant and give reviews about the food and restaurant. Consumers almost entirely use online materials to express their views or opinions about products or services they have used ([Gupta & Harris 2010](#)). The fast growth of online communication based on social media, websites, etc., has increased interest in electronic word of mouth ([Hennig et al., 2004](#)). Traditional word of mouth is a marketing tool that directly influences consumer behavior. In the traditional WOM, people communicate face-to-face with each other. Many researchers prove that WOM is more effective than advertising. According to [AlMana & Mirza \(2013\)](#); [Khammash \(2008\)](#), individual relationships have more influence than advertising; twain on potential and authentic

consumers. However, in the modern era, word of mouth has shifted to electronic word of mouth, in which people share their knowledge, experience on social media, websites, blogs, or in comment sections. E-WOM is a special medium to communicate consumer to consumer and an easy way to collect data about anything within a short time. This E-WOM helps consumers make their decisions very easily. Before buying or ordering anything, customers collect information from social media or company websites where customers are given reviews about products or services. From the above discussion, we can say that complete facility restaurants not only supply their customers with food, but also complete facility circumstances, and all of the customers not only evaluate the food but also each angle of service facilities ([Ladhari & Morales 2008](#)). As excessive consumers are using electronic word of mouth, moreover scholastic endeavor is formed to reply basic questions, like whether or not the electronic word of mouth is moreover capable than various information origin, why consumers exercise electronic word of mouth ([Goldsmith & Horowitz 2006](#)), which element of instruction dignity impact to adopt E-WOM ([Filieri & McLeay 2014](#)), and how electronic word of mouth impact possible consumers understandings and commitment on product buying ([Sparks & Browning 2011](#); [Wen 2009](#)).

A manager or a business owner can collect E-WOM data to understand the needs or wants of customers. After that, they can deliver based on what customers want. E-WOM helps a understand the perception of a customer about their restaurant and helps to serve them that way. If they, do it then the customer will be satisfied and they will visit again and again. Through their website, customers can contact them directly and the organization can answer them, so there will be direct interaction between the two. Restaurants have the possibility to create a strong relationship by interacting. By using E-WOM, customers or restaurants can both judge the third party's claim. To simplify electronic word of mouth attitude and take advantage of electronic word of mouth, restaurant marketers' necessity to better understand why someone posts electronic word of mouth whilst others do not ([Hu & Kim 2018](#)). And if anyone posts anything negative on social media, the manager will be notified and may be able to resolve the issue. E-WOM is a way to help promote the restaurant's business to potential customers, such as having someone give a positive review so they will see it and have the possibility to visit the restaurant. By creating native connections in every community, restaurants can create more pure relationships to ensure satisfaction, and satisfied customers will promote them via reviews. It is necessary to realize the significant elements that can have an important influence on E-WOM and the purpose of buying restaurant products on different sites, groups, etc. Customers can now individually read customer-related instructions via their mobile, tab, laptop, or desktop right at home. As a result, electronic word of mouth is possibly one of the most dependable and powerful marketing tools in use today ([Aslam et al. 2011](#)). Managers or owners can contact their customers within a few days via E-WOM and take action on anything (bad or good) such as solving the customer's issues, maintaining a good relationship, posting on a website about food, etc.

Having examined and recognized the past research gaps, the major objective of this research paper is to find out the effects of electronic word of mouth (E-WOM) on the restaurant business.

This research will provide basic insight into E-WOM, especially in restaurants. Specifically, this research will help restaurant business owners or managers and also customers to meet them in a standard such as food quality, service quality, etc. Business managers/owners will understand what type of action they need to take to satisfy customers. They will be able to analyze customers' needs, wants, demands, etc. In addition, the recommendations will present some suggestions that will help them with further analysis. Finally, the findings of this study will convince the managers that E-WOM plays a significant role in the restaurant business.

Research Questions

- Q1:** Does a positive review have an effect on the restaurant's business?
- Q2:** Is there a link between negative reviews and restaurant business?
- Q3:** Is there any influence from websites in the restaurant business?
- Q4:** Does trust have an effect on the restaurant business?

Q5: Is there any impact on food and service quality in the restaurant business?

Q6: Does source credibility have any impact on the restaurant business?

2. Literature review

Theoretical Background

Technological Acceptance Model

The Technological Acceptance Model (TAM) is a statistical structure for understanding users' adoption and usage of emerging technologies, especially in the worksite sphere, and has been tested in the eldest populations ([Davis, Bagozzi & Warshaw 1989](#)). The TAM was invented to increase extra behavior and to expand the understanding of new technology ([Durodolu 2016](#)). The TAM is gaining favor for understanding the connection between people and technology via perceived usefulness and perceived ease of use ([Durodolu 2016](#)). The verified system is used at the end point where everyone will be able to use technology. So, we designed a behavioral intention factor to assess the use of technology. The background of this study is heavily pulled from the Technological Acceptance Model (TAM). TAM originated to understand the emotions of potential customers when they purchase a particular product or receive a particular service. The variables are perceived usefulness, perceived ease of use, attitude, and behavioral intention ([Lee, Lin, & Shih, 2018](#)). By using the TAM, this present study tries to find out the sustainability of E-WOM in restaurant service from six aspects: positive review, negative review, website, trust, food and service quality, and source credibility. Positive reviews refer to positive comments or spreading positive news about a restaurant; negative reviews refer to negative comments or spreading negative news about a restaurant; a website refers to the official site of a restaurant through which the restaurant represents themselves in the online area; trust refers to their perception of a restaurant; food and service quality refers to the quality of food and service in the restaurant; and source credibility refers to the credibility of the source. They can use TAM to make themselves more customer-oriented. They can do things like track the visitors on their website, monitor what consumers comment and post on social media, and collect data and analyze it to serve them better. User's beliefs alteration over time and purchaser from the post purchase of perception of effectiveness as affair information technology uses ([Bhattacharjee & Premkumar 2004](#)). Although Technological Acceptance Model (TAM) focused on information systems (IS) use in the workstation ([Venkatesh & Davis 2000](#)).

The Theory of Source Credibility:

Credibility is a word that defines the trustworthiness of a person or group of people. It is treated as a measure for the acceptor of information to value the source of the information ([Eisend, 2006](#)). Source Credibility defines the perception of the message by the receivers ([Petty&Cacioppo, 1986](#)). [Hovland \(1953\)](#) formulated the belief that the degree of belief in the informer's motive to communicate the affirmations he or she figures out is most valid. Receivers of readers in an online customer or consumer discussion convention can assess the sender's credibility using different clues, such as by observing the senders' rank granted by the convention executives or by investigating the profile of the sender to get more detailed information ([Ohanian, 1990](#)).

Definitions of WOM and E-WOM

Word of mouth, or WOM, is one of the earliest methods of sharing information ([Dellarocas, 2002](#)), and word of mouth is defined in many ways. According to [Al Halbusi & Tehseen \(2018\)](#), WOM is defined as the private or personal communicational interchange of customer information that is gossip to others pertaining to brands, offerings, and organizations. By the way, according to [Ernawati \(2021\)](#), WOM is defined as the effect of suggestions and words of friends, family, and peers on individuals they trust as well as other consumers on their behavior of purchase. Other researchers referred to WOM as spoken communication among real customers and potential customers as well as other individuals or groups ([Jalilvand & Samiei, 2012](#)). However, Word-of-Mouth (WOM) is stated as talking about something or telling something to someone ([Dictionary Cambridge](#)). WOM or EWOM can be negative or positive ([Hawkins & Mothersbaugh 2010](#)). The WOM drew a lot of attention in many fields, including marketing, tourism, industry, and hospitality ([Yang, 2017](#)). According to [Katz and Lazarsfeld \(1966\)](#), word of mouth is sharing information about products or services between

customers in a way that plays a basic role in changing customer behavior towards products or services. But in the modern age, the improvement of technology has changed the path of sharing information from consumer to consumer. Now they not only share information with family, friends, or relations, but also share information or messages with the whole world. The new way of sharing information is called E-WOM, or electronic word of mouth ([Lee et al. 2011](#)). WOM communicates face-to-face with familiar people, but E-WOM shares information via the internet, where they communicate with familiar or unfamiliar types of people ([Meuter, McCabe, & Curran, 2013](#)). E-WOM is generally an alliance of factors that are behaviorally driven for many reasons, such as maintaining social relations, being accepted, demonstrating support, and getting joy through tasks that are accessible online ([Munar & Jacobsen, 2014](#)). From the organization's side, electronic word of mouth is sharing or posting messages about a company, brand or its offerings to current or potential customers via the internet ([Hu & Ha 2015](#)).

E-WOM has the potential to reach more potential than WOM. In the current world, internet network users' number 4.66 billion in the world as of March 2021 ([Rasulev & Sadullayev 2021](#)) and users are still increasing. So, we can say that E-WOM has the potential to reach everyone. Observations suggest that E-WOM is becoming a progressively significant information source for customers ([Kim, 2017](#)).

Positive Review

Positive online reviews were recognized as a beneficial medium for customer and product promotion. Positive online reviews have an appreciative effect on the identity of the restaurant and on consumer visiting intentions ([Jeong & Shawn, 2011](#)). One of the most significant matters about the restaurant experience is that you get positive things about the restaurant while visiting it. Based on their experience, customers rate their reviews. In the modern age, with the invention of the internet, the scope of WOM communications has been extremely inflated ([Fakharyan et al. 2012](#)). Positive EWOM or online reviews are always used as a tool for product or service promotion. Besides the promotion of a company's products and/or services, E-WOM makes an easy-to-purchase decision for a customer. Exchange positive information through E-WOM allows consumers to observe how many people are satisfied with a specific company's products and/or services ([Mafe et al., 2018](#)). A positive online review of a product and/or service ensures that the customer is satisfied, and these reviews help to engage some other customers towards the brand and/or company. Several studies on the influence of positive online reviews stated or agreed that positive online reviews can increase sales volume and also impact customer decisions in purchasing ([Robins & Holmes, 2008](#)). Some people believe that quality leads to satisfaction ([Negi 2009](#)) and that satisfaction leads to a positive review. A positive review of the brand, products, or services will ensure future purchasing behavior ([Serra, Ramon, & Salvi 2018](#)). Positive online reviews enhance the number of consumers and have an effect on the increasing popularity of restaurants ([Jeong & Jang 2011](#)).

H1: There is an effective connection between positive review and the E-WOM in restaurant business.

Negative Review

If consumers get unpleasant hospitality and services, then they feel negative and undergo emotions such as anger and psychological tension ([Bronner & De Hoog, 2011](#)). Consumers who are not pleased can go online and leave their opinion on a website or online community. Many studies specify that negative online reviews' impacts are likely to be even bigger than positive online reviews ([Park & Lee, 2009](#)). When annoying hospitality and services activate negative feelings, consumers go through emotions like irritation, requital, frustration, and psychological trouble ([Bronner & Hoog 2011](#)). Consumers share E-WOM about negative experiences in exchange for incentives ([Hu & Kim 2018](#)). In another study ([Jalonen & Jussila 2016](#)), they mention that negative electronic word of mouth has a high influence on customers' behavior towards a brand, influences brand switching attitudes, and decreases consumer loyalty. The stability of information accommodated in the negative electronic word of mouth influences customer awareness, durability, and belief, as well as their brand, offerings, or company switching behavior ([Nadarajan, Bojei, & Khalid 2017](#)). Negative electronic word of mouth influences even products and/or services that customers have a proper brand understanding of

([Bambauer & Mangold 2011](#)). Hence, the influence of negative electronic word of mouth on brand equity and buying purpose has been thought to be greater than the influence of having no internet ([Beneke et al. 2016](#)). In addition, the influence of negative electronic word of mouth is known to be more injurious to the brand equity of strong participation products and/or services than weak participation products and/or services ([Colicev et al., 2018](#); [Beneke et al., 2016](#)). Low participation products and/or services are generally cheaper and have lower financial risk, so these types of products are less influenced by negative electronic word of mouth ([Beneke et al., 2016](#)).

H2: There is an effective connection between negative review and the E-WOM in restaurant business.

Website

Several researchers ([Cheung & Lee \(2012\)](#)) declared that there were several forms of ways customers might exchange their experiences via electronic word of mouth, such as websites, social media groups, online groups, etc. ([Lerrthaitrakul & Panjakajornsak 2014](#)). The design and appeal of the website of a restaurant is another important factor ([Harris & Good 2010](#)). According to [Park and Lee \(2009\)](#), a website's popularity serves as a guide for the information that customers perceive. This allowed customers the capability and chance to make recommendations to others. Online customers share their opinions on websites that are written and present both negative and positive opinions about services and/or products ([Park, Lee & Han 2007](#)). A study arranged by [Cheung et al. \(2009\)](#) among Chinese customers found out that the contributors preferred to share, exchange, search for products or services, and share their opinions on online chat boards. Most of the time, participants try to follow other customers' suggestions that they got from online or company websites. A website that is pleasurable to the eye is likely to fascinate more consumers than other less pleasurable sites ([Wang, Minor & Wei, 2011](#)). In the context of buying food from restaurant websites and ordering it for home delivery and consumption by the consumer, this is a process, and the evaluation of a restaurant and giving an opinion totally depend on this process. The goal of attitude toward a (restaurant) website is to respond in a pleasing or unpleasing manner to a product and/or service in an online setting ([Goldsmith & Lafferty 2002](#)). A website that is pleasing to the customer's eye is going to get more customer attention than a lower one ([Wang, Minor & Wei 2011](#)).

H3: There is an effective connection between websites and the E-WOM in restaurant business.

Quality of Food and Service

Food and/or service quality reviews help consumers make primary decisions. Food quality is normally considered the greatest necessary component of an all-inclusive restaurant experience and is considered a very important indicator of the quality of dining experiences ([Ha & Jang 2010](#)). Food is the basic product of a restaurant, so food quality is an absolute essential to meet restaurant customers' needs and expectations. Food quality is the most important factor affecting customers ([Shaharudin, Mansor & Elias, 2011](#)). Besides, food quality is a crucial factor in consumer satisfaction ([Qin & Prybutok, 2008](#)), and the existing system of bundling/packaging makes it simple for customers to buy products ([Yuliari, & Riyadi 2019](#)). Other researchers have outlined that the best food experiences motivate customers to outspread positive reviews to support the restaurant, as the best quality of food restores the decency of the restaurant to customers towards the restaurant business ([Jeong & Shawn, 2011](#)). In a study, [Kim et al. \(2009\)](#) mentioned that food quality was measured by newness, taste, freshness, etc. Their findings illustrate that, among these six food elements, food presentation, taste, and temperature were noteworthy for customer satisfaction ([Jeong & Jang, 2011](#)). Customers assess the food quality in restaurants. Besides that, customers also assess the service encountered during a visit to a restaurant. Consumers, according to [Tsoukatos and Mastrojanni \(2010\)](#), compare the main services with their own expectations, which are formed by memories, previous experience, and electronic word of mouth. [Tjiptono & Chandra \(2012\)](#) use service quality as a measure of how well the level of service delivered is in line with consumer expectations. Service quality is thinking about what customers feel about the whole given by the organization or restaurant to consumers ([Malik et al., 2012](#)). Service and behavior in a restaurant comprise the restaurant in the main measurement of service by employees. Quality varies according to consumer expectations and desires, the formation

of society and its progress, and tradition or habits ([Bozkurt 1995](#)). Consumers assess and explain many characteristics related to the standard of service they buy from their personal viewpoint ([Uslu 2020](#)). The most significant situation for raising service quality is to set the expectations of consumers since service quality is a procedure executed by all personnel in the organization ([Wu & Cheng, 2013](#)). [Malik et al. \(2012\)](#) proved that service quality is positively and crucially related to consumer satisfaction. Organizations recognize service quality as an important tool for developing and maintaining a long-term relationship with customers ([Yousuf, 2017](#)). Do not only look for the best quality in goods or services, but demand quality development in all areas. Quality varies according to the present and future expectations and wishes of consumers, social structure, and habits ([Bozkurt, 1995](#)). The quality and abilities of the active personnel determine the productivity ([Dissanayake, 2021](#)) of a restaurant's products and services.

H4: There is an effective connection between food and service quality and the E-WOM in restaurant business.

Trust:

According to [Martínez-Navalón, Gelashvili & Debasa \(2019\)](#), a consumer who has trust in the restaurant and its service could help the business improve its profitability and gain other business motives. Trust is a person's faith that a conversation will occur in a way that is consistent with one's expectations ([Ehavior & Pavlou 2002](#)). Trust is defined as a customer's desire to depend on the capability of a restaurant to perform its advertising functions on social media. Trust is a univalent or multidimensional idea ([Chen, Turel, & Yuan, 2022](#)). An excellent understanding of trust grows from the sustainment of its dimensions. There are two types: cognitive and affective. Both cognitive and affective trust comprise credibility (one's faith that the shuffle the group or party is reliable) and generosity (one's belief that the shuffle the group or party is reasoned by seeking joint again ([Aiken & Boush, 2006](#))). Trust is very significant while customers make their decisions. Trust is required for awareness sharing and electronic word of mouth (E-WOM) quality. The purchase from a restaurant or visiting a restaurant depends on the customer's trust in the restaurant. [Kim and Park \(2013\)](#) discover the precedence of trust and its direct effects on purchase intention and E-WOM intentions on social media platforms. On the internet or in an online context, trust is based on reliance on the trustworthiness of a shuffle party and the features of sufficiency, unity, wholeness, and benevolence ([Bauman, 2014](#)). The E-WOM theory assumes that trust is the first requirement for a customer or a potential customer, both face-to-face and online ([Choi & Scott 2013](#)). It is notable that consumers' opinions and knowledge posted in social media groups, forums, or other websites can increase trust in certain websites ([Virgilio & Antonelli 2018](#)). Trust has a direct and indirect impact on customer purchasing intent ([Pramudya, Sudiro & Sunaryo, 2018](#)). In the significantly risky and uncertain service environment, trust is a critical variable in successful, long-term connections ([Wang et al., 2014](#)). According to [Pourfakhimi, Duncan & Coetzee \(2020\)](#), trust helps to reduce the uneasiness, unpredictability, and vulnerability connected to the deal, which results in greater happiness and, one by one, influences the electronic word of mouth.

H5: There is an effective connection between Trust and the E-WOM in restaurant business.

Source Credibility:

Customers may buy a product that has become familiar to them solely through an endorser they trust on social media ([Leite & Baptista, 2021](#)). [Tseng and Fogg \(1999\)](#) define E-WOM credibility as the scale at which an individual considers electronic word of mouth to be feasible, trustworthy, accurate, realistic, or factual. The characteristics of information sources are important factors in determining the effectiveness of electronic word of mouth ([Li et al. 2017](#)). Word of mouth guidance is featured by a positive, neutral or negative supplier of relevant information shared on the internet by a customer ([Yang, 2021](#)). [Bhattacharya et al. \(1998\)](#) pointed out that in the matter of unpredictability, source credibility is able to drive the recipient to have a beneficial outcome presumption. E-WOM source credibility reflects this product's aptitude and taste ([Martin & Lueg, 2013](#)). We think that credibility is the recipient's cognitive judgement on the capacity and inspiration of an information source, and that

the recipient will have a particular trust position towards the source ([Shuang, 2013](#)). Different studies show that credibility is essential for the ending evaluation of E-WOM customer recommendations; the greater the credibility of a virtual recommendation, the more likely it is that the beneficiary will stick with the sender's product and/or service recommendation ([Wathen & Burkell 2002](#)). Source credibility may be tested in four different ways: expertise, trustworthiness, objectivity, and homophily ([Bilgen & Zoghi 2017](#)). Expertise refers to relevant and helpful knowledge, information, assumptions, beliefs, and experience that denotes source credibility. Previous research has found a positive connection between information/source credibility and customer purchase/visit intentions ([Lee, Kang, & Namkung, 2021](#)). Sharing knowledge, information, website popularity, and reporters or reviewers are benchmarks of a credible source. A website is a good stage for E-WOM comments of previous buyers' effects on new buyers' decision-making and generates popularity for the website and increases the trustworthiness of supplied information. The influence of consumer-created opinions helps to explain the truthfulness and deceitfulness of the message ([Pan & Chiou 2011](#)). Objectivity may possibly be to the supplier or commenters' emotions, partiality, and abnormal events. Virtual written reviews, opinions, or comments might decrease risk perception and influence genuineness or sincerity positively. Homophile, possibly to the standard of correlation or connection or interrelationships. It reduces defenseless people's stability or strength, which is a distinctive agreement ([Hussain et al. 2017](#)). Dependable sources appear to decrease customer perceived risk ([Bilgen & Zoghi 2017](#)), and the source credibility replica stated that information created or made from a credible source impacts the behavior, ideas, thoughts, and concepts of the recipient ([Ismagilova, Rana & Dwivedi 2020](#)). Therefore, if potential users think the incoming information is credible, they will gain more belief in E-WOM messages and proper conduct them for taking or making decisions ([Sussman & Siegal 2003](#)). Much experimental evidence suggests that source credibility has a great impact on customer attitudes and behavior ([Petty, Cacioppo & Goldman, 1981](#)). The source's credibility has a constructive reaction in the credibility consideration on E-WOM ([Chakraborty & Bhat 2018](#)).

H6: There is an effective connection between Source Credibility and E-WOM in restaurant business.

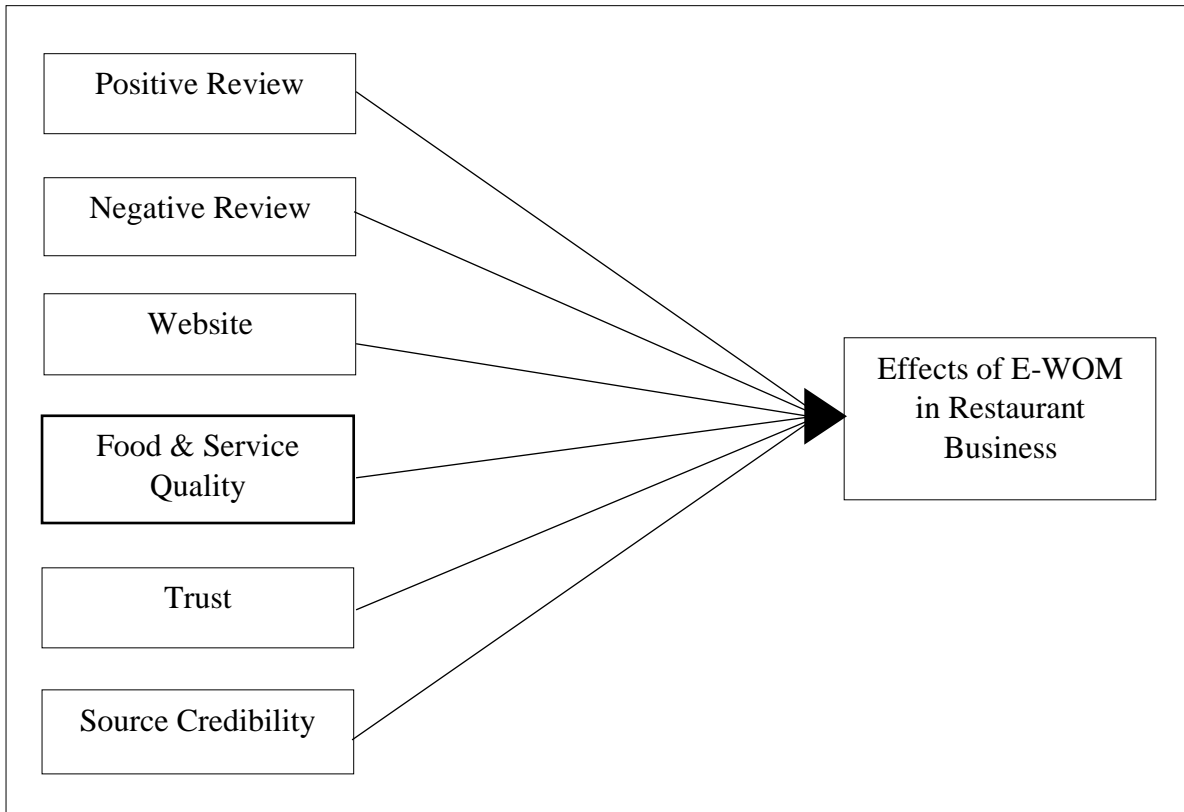


Figure 01: Framework of the Research
Source: Authors Development

3. Research methodology

The choice of an appropriate research method depends on the study of the objectives and literature to decide the research questions ([Baeshen, Al-Karaghoul & Ghoneim 2017](#)). In this research, literature reviews provide proof that the survey method is the perfect way to investigate the relationship. A quantitative method of study was used in collecting, analyzing, and interpreting the data. The period of the survey was three months.

Research Design

Sampling Techniques

Everyone who used the internet and at least experienced visiting a restaurant in Bangladesh was part of the population of this study. The respondents who are the age of 18 or older than 18 were chosen for this study sample because they have experience of browsing the internet and collecting information to guide their decision-making to visit a restaurant. The probability sampling technique was chosen for this study. An online questionnaire is coherent with the conditions of this study, which focuses on a person who visited a restaurant. Before collecting the data, a pre-test judgment using two experts was reworded based on feedback. A pilot test was conducted on 30 students (or respondents) from BBA students at Comilla University ([Abdul Hadi, et al](#)). Data was collected from February 2022 to April 2022. A total of 161 respondents responded to the online questionnaire.

Research Instrument

In this study, an online questionnaire was used for data collection ([Park, Lee & Han 2007](#)), with a seven-point Likert scale where [1] was never visited and [7] was visited every time. In independent variables, all of the variables have four items. In the dependent variable, the effect of E-WOM has five items. The other part of the questionnaire was demographic questions such as gender, age, educational qualification, profession, and monthly income.

Data Collection

Data was collected by a closed-end online questionnaire. For collecting data, "Google forms" were created and distributed to the respondents through different electronic means like Facebook, WhatsApp, and email. The response rate of the questionnaire was medium. Out of the 276 distributed questionnaires by targeting the list, we got only a 58% response rate. However, 161 respondents responded to this survey.

Data Quality of Assurance

Reckoner and the caretaker were aware of the research objective, scale, data collection method, and questionnaire. The data gathered was properly controlled by the overseer and the data quality and reliability were tested earlier. The data was input to Smart PLS version 3.0 for more deals as well as analysis.

Data Analysis

The data gathered via the questionnaire was examined using the SmartPLS software version 3.0. Structural equation modeling was used to validate the study's conceptual model (SEM). Cronbach's Alpha coefficients and Composite Reliability (CR) are used to determine the reliability. Besides, discriminant validity is used to test the Fornell-Larcker Criterion.

4. Results and Discussions

Analysis, Findings, and Discussions

Table 01: The Demographic Background of Respondents

Variables	Category	Frequency	Percentages
Gender	Female	65	60%
	Male	96	40%
	Others	0	0%
Age	15-20	10	7%
	21-25	86	53%
	26-30	36	22%
	31-35	14	9%
	36-40	8	5%
	40+	7	4%
Educational Qualification	Secondary School Certificate (SSC)	0	0%
	Higher Secondary Certificate (HSC)	12	7%
	Under Graduate	69	43%
	Graduate	54	34%
	Post Graduate or Above	26	16%
Profession	Students	91	56%
	Job Holder	25	16%
	Unemployed	15	9%
	Business Person	19	12%
	Others	11	7%
Monthly Income	Less Than 10000	77	48%
	10001-20000	39	24%
	20001-30000	15	9%
	30001-40000	13	8%
	40001-50000	9	6%
	50000+	8	5%

Unidimensionality

According to the related latent variables, the internal consistency reliability component in the current concepts implies that each assessment element has a suitable equal factor loading. The reliability test's requirements are met when factor loading is "greater than 0.50." (Truong, Y., & McColl, R., 2011). The reflecting structures' exterior loadings are all much above the threshold cutoff value of 0.50. (See Table 3 for details.) The loadings were highly significant, ranging from 0.65 to 0.86.

According to Table 2, this shows negative reviews, positive reviews, website, trust, food and services, source credibility, and the effects of E-WOM in restaurant factor loading value are outstanding. As a result, we feel the framework for measuring unidimensionality should be authorized.

Construct reliability tests

Internal consistency was assessed using Cronbach's alpha and composite reliability (CR). The suggested values for composite reliability (CR) and Cronbach's alpha for research are equal to or more than 0.70, which is considered acceptable to good (Hair et al., 2019). Table 02 shows that all of the CR and Cronbach's alpha values are sufficient. As a result, the researchers suggested that the ideas be acknowledged as legitimate for future investigation.

Convergent validity tests

The latent variables are congruent if the average variance extracted (AVE) is 0.50 or greater (Hair et al., 2019). All of the average variance extracted (AVE) values in this study are greater than 0.50 due to the constructs' clear relevance. As a result, all of the buildings meet the criteria.

Table 02: Measurement Model Summary

Construct	Items	Factor Loading	AVE	CR	Cronbach's a
Positive Review	PR1	0.754	0.623	0.868	0.797
	PR2	0.823			
	PR3	0.844			
	PR4	0.731			
Negative Review	NR1	0.759	0.655	0.883	0.825
	NR2	0.840			
	NR3	0.841			
	NR4	0.794			
Website	W1	0.750	0.631	0.872	0.805
	W2	0.832			
	W3	0.758			
	W4	0.834			
Trust	T1	0.780	0.650	0.881	0.821
	T2	0.780			
	T3	0.830			
	T4	0.833			
Food & Service Quality	FSQ1	0.838	0.664	0.887	0.831
	FSQ2	0.868			
	FSQ3	0.825			
	FSQ4	0.723			
Source Credibility	SC1	0.867	0.719	0.911	0.870
	SC2	0.872			
	SC3	0.837			

	SC4	0.816			
Effects of E-WOM in Restaurant	EE1	0.723	0.627	0.893	0.850
	EE2	0.781			
	EE3	0.828			
	EE4	0.841			
	EE5	0.779			

Every component is statistically distinct from the others, according to discriminant validity. Some of the latent variables experience cross-loading. The correlation coefficients and square root of the average variance extracted (AVE) between variables are connected to establish discriminant validity ([Hair et al., 2019](#)). According to table 02, the proportion of inter-construct striking similarities exhibited diagonally is higher than the number of inter-construct clear similarities shown off-diagonally. Discriminating validity is acquired by research constructs, on the other hand.

Table 03: Discriminant Validity: Fornell-Larcker Criterion

	Effects of E-WOM in Restaurant	Food & Service Quality	Negative Review	Positive Review	Source Credibility	Trust	Website
Effects of E-WOM in Restaurant	0.792						
Food & Service Quality	0.945	0.815					
Negative Review	0.842	0.706	0.809				
Positive Review	0.529	0.521	0.612	0.789			
Source Credibility	0.578	0.600	0.599	0.524	0.848		
Trust	0.567	0.600	0.608	0.557	0.588	0.806	
Website	0.642	0.670	0.592	0.560	0.662	0.745	0.795

Structural Model Summary:

The structural equation connection was examined once all of the construct measures in the study had been shown to be accurate ([Hair et al., 2019](#)). Using structural model search to determine large and minor connections, the researcher analyzes which linkages are accepted and rejected ([Byrne, 2013](#)). Additionally, the researchers utilized a bootstrapping process with a sample group of 500 people to assess the regression coefficient's strength ([Ringle et al., 2015](#)).

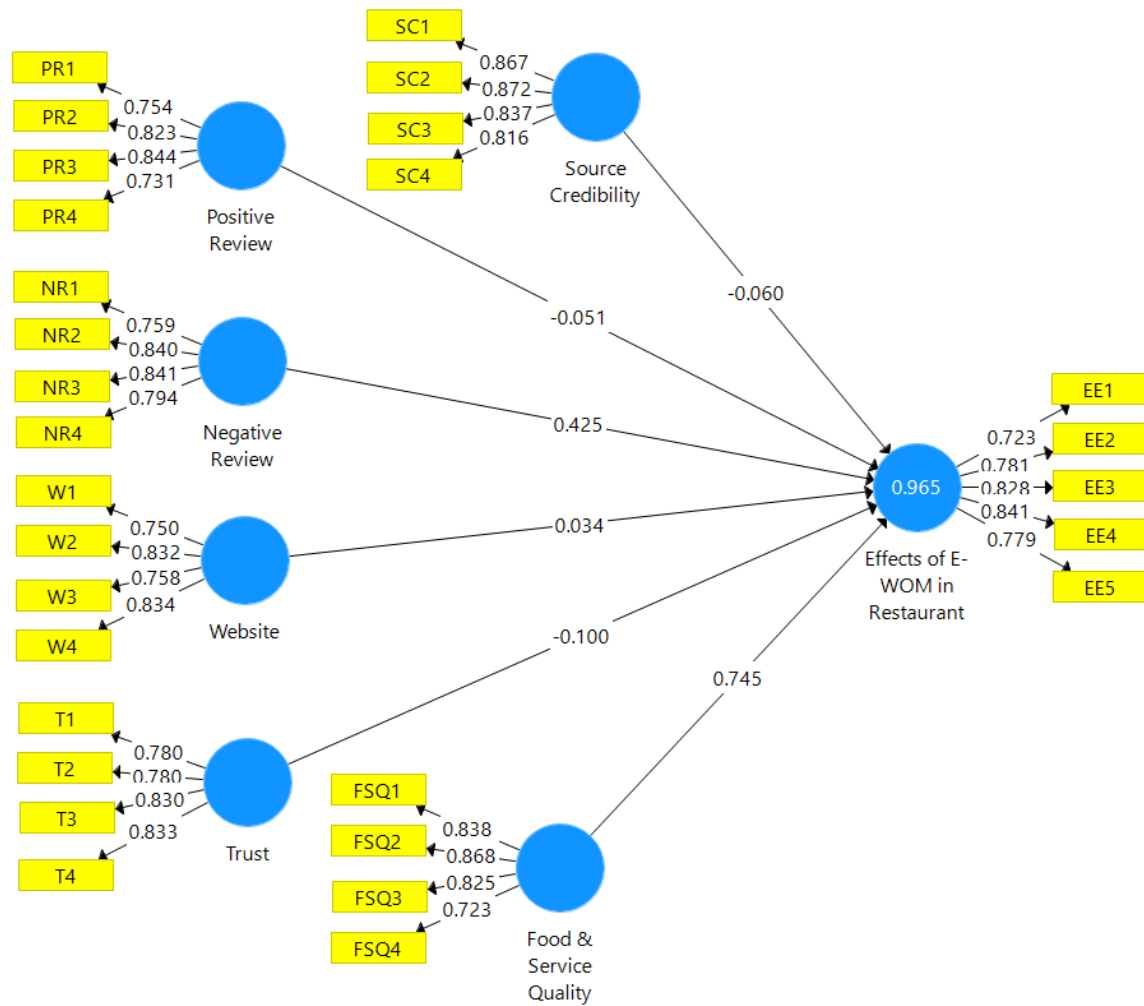


Figure 02: Model Summary

Table 04: Structural Model Estimate

Path	Coefficients (β)	t-values	p-values	Results
H1: Positive Review → Effects of E-WOM in Restaurant	-0.051	2.124	0.034	Accepted
H2: Negative Review → Effects of E-WOM in Restaurant	0.425	12.640	0.000	Accepted
H3: Website → Effects of E-WOM in Restaurant	0.034	1.081	0.280	Rejected
H4: Trust → Effects of E-WOM in Restaurant	-0.100	3.466	0.001	Accepted
H5: Food & Service Quality → Effects of E-WOM in Restaurant	0.745	22.813	0.000	Accepted
H6: Source Credibility → Effects of E-WOM in Restaurant	-0.060	2.630	0.009	Accepted

A structural equation model was used to assess the directions, path coefficients, p values, t values, and path coefficient outcomes. We had to perform a two-tailed t-test with a level of significance of 5% to examine the research hypothesis. When the estimated t value is greater than the significance level of 1.96, the coefficients are statistically significant.

At p 0.05, the path coefficients of latent constructs, negative review, positive review, website, trust, food and services, and source credibility have a significant positive relationship with the effects of E-WOM in the restaurant.

Table 5: Result of Independent Variables in Previous Research

Serial	Variable Name	Sources	Result
1	Positive Review	Abdul Hadi, Md Nor, Mohd Karim, Zulkafli, & Othman (N/A)	Accepted
2	Negative Review	Abdul Hadi, Md Nor, Mohd Karim, Zulkafli, & Othman (N/A)	Accepted
3	Website	Anaya-Sánchez, Molinillo, Aguilar-Illescas & Liébana-Cabanillas (2019).	Accepted
4	Trust	Lee, Lin & Shih (2018).	Accepted
5	Food & Service Quality	Ha & Jang (2010)	Accepted
6	Source Credibility	Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou (2017)	Accepted

Variables are selected based on the pluralism system. In the previous research, all of the six variables were accepted and in the current research website were rejected. The reasons for the rejection are the education level, inter using of people and website quality. In Bangladesh, most restaurant do not have good websites

Discussions on Findings:

The research findings elucidate the research factors which have been displayed ([Nasir & Neger, 2022](#)) and make an effort to investigate the factors that have a notable impact on electronic word of mouth. Most of the independent factors like negative reviews, positive reviews, trust, food and service quality, and source credibility have a positive connection with electronic word of mouth in the restaurant. Information is the most important thing in the restaurant business. positive review ($\beta_1 = -0.051$, $t = 2.124$), negative review ($\beta_2 = 0.425$, $t = 12.640$), website ($\beta_3 = 0.034$, $t = 1.081$), trust ($\beta_4 = -0.100$, $t = 3.466$), food and service quality ($\beta_5 = 0.745$, $t = 22.813$), and source credibility ($\beta_6 = -0.060$, $t = 2.630$).

According to the analysis, a positive review was supported by the effects of E-WOM in the restaurant at a significant value of 0.034, which is lower than the p-value of 0.05. This indicates that positive reviews have a positive and significant relationship with the effects of E-WOM in the restaurant. According to [Shuang \(2013\)](#), positive reviews have a positive impact on the effects of E-WOM.

Based on the analysis, the negative review was supported by the effects of E-WOM on the restaurant at a significant value of 0.000, which is lower than the p-value of 0.05. This indicates that negative reviews has a positive and significant association with the effects of E-WOM in the restaurant. According to [Zhang et al. \(2010\)](#), negative reviews have a positive impact on the effects of E-WOM. According to the analysis, the website was not supported by effects of E-WOM in the restaurant at a significant value of 0.280, which is higher than the p-value of 0.05. This indicates that the website has no relationship with the effects of E-WOM in restaurants. Based on the analysis, trust was supported

by the effects of E-WOM on restaurants at a significant value of 0.001, which is lower than the p-value of 0.05. This indicates that trust has a positive and significant association with the effects of E-WOM on restaurants. According to the analysis, food and service quality were supported by effects of E-WOM in restaurants at a significant value of 0.000, which is lower than the p-value of 0.05. This indicates that food and service quality have a positive relationship with the effects of E-WOM in restaurants. According to [Namkung & Jang \(2008\)](#), food and service quality have a positive impact on the effects of E-WOM. Based on the analysis, source credibility was supported by the effects of E-WOM on restaurants at a significant value of 0.000, which is lower than the p-value of 0.05. This indicates that source credibility has a positive and significant association with effects of E-WOM in the restaurant. We found in this research that trust is very important when visiting a restaurant. Without a good source of information, no customer wants to visit an unknown restaurant. Our research found that when visiting an unknown restaurant, creditability is very important.

5. Conclusion

This study offers insights into how E-WOM influences the restaurant and its customers. In this sector, E-WOM helps customers to get reviews about a restaurant, and restaurants also have a way to promote themselves through E-WOM. From this study, it becomes clear that E-WOM factors influence the restaurant business and have an impact on customers' choices of restaurants. The model summary revealed that positive reviews, negative reviews, trust, food and service quality, and source credibility have a positive effect on E-WOM in the restaurant business, and the website has no effect. It is essential for a restaurant owner or manager to be aware of E-WOM factors to solve the customer issue because E-WOM is a powerful medium to spread news about a restaurant. This news may be positive or negative. The manager or restaurant owner needs to be really disciplined in running a restaurant. They need to consider all of the factors of E-WOM that influence the restaurant business and customer decisions. Applying these factors properly can give a restaurant a high image in society. To accomplish this, the manager can collect data from their website, and positive and negative reviews from social media, analyze them, and identify and resolve the problem.

5.1 Implications

5.1.1 Theoretical Implications

The restaurant business in Bangladesh is increasing day by day despite having problems, and it is going to become more competitive in the near future. Some international companies even want to establish restaurants in Bangladesh. This research paper makes an effort to find out the factors that have a notable effect on electronic word of mouth in the restaurant industry in Bangladesh. The research looks into positive reviews, negative reviews, websites, trust, food and service quality, and source credibility factors. From the result of this research, it is revealed that positive reviews, negative reviews, trust, food and service quality, and source credibility factors influence customers' choice of a restaurant for visit. Besides, there is no relationship between website and effects of E-WOM in the restaurant in Bangladesh. Sources with greater awareness have a greater ability to control the E-WOM outcome of visiting a restaurant ([Saleem & Ellahi 2017](#)). For the first time, this study applied the technological adoption model and the source credibility theory on factors influencing E-WOM's in the restaurant business.

5.1.2 Managerial Implications

From this research, the business owner or manager will find that where they need to improve, such as the need to increase food and service quality, building trust is one of the most important factors. They will become aware of TAM and know how to apply it in the restaurant business. They will be aware of the collected data by E-WOM and analyze it to find out the customer satisfaction. They will also know how they can manage a greater plan of action to create trust and encourage their customers to share their experiences in the media, by which potential customers will know them. Managers will be able to identify profitable factors and those which are evaluated by customers most. They can even make customer-based plans or customer-based quality products based on this research.

This research hopes to create an authentic image of E-WOM and its influence on restaurant choice (Saleem & Ellahi 2017) by customers and provides information on how customers make decisions to choose a restaurant. It will give them instructions to make a wise decision and demonstrate to them many ways to evaluate a restaurant, such as how many positive reviews are available; what about negative reviews; what people say about food quality; and whether they should consider visiting a restaurant after reading this paper. They will also know how to track and analyze data, etc.

5.2 Limitations and Future Research

This study's completion only depends on six variables, where one was rejected. We collected only 161 data points from Bangladesh, and the result may not be applicable to other countries in the world. All of the data collected within the COVID-19 situation can be given to someone based on the pandemic situation. This research used only one way to collect all of the data from six divisions out of eight divisions in Bangladesh. So, the data may not be a genuine indicator of overall Bangladeshi consumers. The study found a few guidelines for the independent variables. As a result, there may be a small number of extra variables, and they will be department in a large area of Bangladesh or the whole Bangladesh. Future researchers should consider the many ways to collect data. Those factors are left for future research.

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