

The Influence of Instagram Promotion, Word of Mouth, and Service Quality on Purchase Decision

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Abstract

This study aims to examine the influence of Instagram social media promotion, word of mouth (WOM), and service quality on customers' purchasing decisions at Bubba Gump Shrimp Co. Bali. The novelty of this research lies in integrating digital marketing engagement with service quality in the context of a premium restaurant in Bali, which has not been widely explored. A quantitative approach was employed from September to October 2025, targeting all customers of Bubba Gump Shrimp Co. Bali. A random sampling technique selected 120 respondents. Data were collected via Likert-scale questionnaires and analyzed using multiple linear regression with SPSS 25. Instagram social media promotion positively and significantly influenced purchasing decisions ($t = 4.116, p = 0.000$). Word of mouth showed no significant partial effect ($t = 0.512, p = 0.609$). Service quality had a significant positive effect ($t = 6.832, p = 0.000$). Simultaneously, all three factors significantly influenced purchasing decisions ($F = 45.119, p = 0.000$). Management should enhance service quality, optimize digital marketing through engaging Instagram content, and strengthen online WOM strategies to attract more consumers. This study focused on a single premium restaurant in Bali and used self-reported survey data, which may limit generalizability. The research contributes to understanding the combined effect of digital marketing and service quality on consumer behavior in the restaurant industry, providing practical insights for managers to design integrated marketing strategies.

Keywords: Instagram Social Media Promotion, Purchasing Decisions, Service Quality, Word of Mouth

1. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed how companies communicate and influence consumer decision-making (Afriani, Sari, Zai, Pasaribu, & Nurbaiti, 2025; Apriyanti & Busyra, 2023). Social media—particularly Instagram—plays a strategic role as a visual promotional platform capable of building brand image, enhancing interaction, and driving purchase decisions in the culinary and tourism sectors (Nuraini & Oktavia, 2020). Indonesia currently has more than 187 million social media users, representing approximately 67% of the population, indicating vast potential for digital marketing channels (We Are Social, 2025). Instagram stands out due to its rich visual and interactive features, enabling businesses to shape consumer perceptions through photos, videos, and Reels (Afriani et al., 2025).

In Bali, the culinary industry continues to grow rapidly, contributing nearly 23% of tourist spending and catering to diverse domestic and international markets. Intense competition among more than 2,500 restaurants and cafés in Denpasar and Badung requires international-themed restaurants—such as Bubba Gump Shrimp Co. Bali—to combine high-quality service, unique dining experiences, and effective digital marketing strategies (D. Rahmawati, 2023). Instagram promotions and word-of-mouth (WOM) have become the primary promotional channels, yet research examining the combined influence of these elements on purchase decisions in international-themed restaurants remains limited. Existing studies tend to focus on eWOM or service quality individually rather than in combination (Apriyanti & Busyra, 2023; Hidayat & Arifin, 2023; Sitompul & Gultom, 2025).

In addition to changes in consumer behavior driven by the development of digital technology, business competition in the culinary industry increasingly demands that companies optimize marketing strategies that are adaptive and data-driven. Instagram, which relies on strong visual elements and high levels of interaction, has become a primary channel for many premium restaurants to build brand positioning, attract potential customers, and create a digital experience prior to an actual visit. In the context of themed restaurants such as Bubba Gump Shrimp Co. Bali, visual content depicting the restaurant atmosphere, menu presentation, and customer experiences serves as a crucial element influencing consumer perceptions and purchase interest. However, despite the rapid growth

of digital promotion, consumer behavior continues to be shaped by social factors such as word of mouth. Modern consumers tend to consider online reviews and experience-based recommendations as a form of validation before making a purchase decision. The shift of WOM from traditional to digital (eWOM) has made consumers more selective and critical of restaurant quality (Indra, Tukimin, Nur'aini, & Munawaroh, 2024). Therefore, the integration of Instagram promotion and WOM—both offline and digital—plays a vital role in influencing purchase decisions.

On the other hand, service quality remains a fundamental factor that cannot be replaced by digital marketing strategies. In the hospitality industry, service quality determines customer satisfaction, the perceived value of the dining experience, and long-term loyalty. Although promotion and WOM can attract potential customers, the final purchase decision is strongly influenced by direct interactions experienced at the restaurant, including service speed, staff friendliness, and overall comfort (Makur, Karta, & Oktaviani, 2022). Thus, the combination of strong digital promotion, credible WOM, and high-quality service forms an essential formula for restaurants in building competitiveness.

In addition, developments in consumer behavior show that purchase decisions in the restaurant industry are no longer influenced solely by product quality, but also by the overall customer experience, both before and during the visit. Modern consumers expect an integration between digital information and real service experiences, making the presence of restaurants on social media platforms an important factor in shaping initial expectations. In the context of international themed restaurants such as Bubba Gump Shrimp Co. Bali, consumers often conduct preliminary evaluations through visual content, reviews, and digital interactions before deciding to visit. This reinforces that effective marketing strategies must combine visual appeal, credible recommendations, and consistent service quality to meet increasingly complex consumer expectations.

Furthermore, the growth of domestic and international tourists in the post-pandemic period creates both opportunities and challenges for culinary businesses in Bali. The increase in tourism activity encourages restaurants to compete not only physically but also digitally, as tourists tend to search for information through social media before choosing dining venues. Therefore, a restaurant's ability to manage its digital image, maintain the quality of customer interactions, and uphold service standards becomes critical in influencing purchase decisions. This condition strengthens the urgency of research that examines the relationship between Instagram promotion, word of mouth, and service quality in shaping consumer purchase decisions.

Finally, these changes in marketing systems and consumer preferences highlight the importance of a comprehensive research approach to understanding the factors that simultaneously influence purchase decisions in premium restaurants. This study seeks to provide empirical insights into how digital marketing strategies and service quality contribute to consumer behavior, as well as to offer a scientific foundation for management in formulating more relevant and effective marketing strategies. Thus, this research not only addresses academic needs but also provides practical benefits for the restaurant industry in the digital era.

The emerging research gap lies in the scarcity of studies integrating Instagram marketing, word of mouth, and service quality simultaneously within the context of international-themed restaurants—particularly in Bali, where the market is highly heterogeneous. This research utilizes primary data from actual consumers, offering methodological contributions through a quantitative, survey-based approach and contextual contributions to the Bali hospitality industry. The novelty of the study lies in combining visual digital marketing with service quality as predictors of purchase decisions in international-themed restaurants. The findings are expected to provide practical guidance for management in developing more effective and efficient marketing strategies.

This context explains why the present study is significant: there is still a limited number of studies that simultaneously investigate the influence of Instagram promotion, WOM, and service quality on purchase decisions in international-themed restaurants in Bali. Most previous research has focused on only one variable—such as eWOM or service quality—examined in isolation, making it insufficient to capture the full dynamics of consumer behavior. Therefore, this study not only addresses the existing literature gap but also offers a theoretical contribution by reinforcing the S-O-R theory within the digital marketing context of premium restaurants, as well as a practical contribution in the form of an integrated marketing strategy for Bubba Gump Shrimp Co. Bali.

2. LITERATURE REVIEW

2.1 Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory explains how environmental stimuli influence individuals' internal states and ultimately shape their behavioral responses. Originally developed in environmental psychology, the model posits that external stimuli (S) trigger cognitive and affective changes within the organism (O), which then lead to approach or avoidance responses (R) such as purchase decisions, loyalty, or switching behavior. In marketing and consumer behavior research, S-O-R has been widely adopted to analyze how marketing cues—such as advertising messages, store atmospherics, and service encounters—affect consumers' perceptions, emotions, and actions in various consumption contexts, including hospitality and tourism (Abidin, 2021).

In the digital era, the S-O-R framework has been extended to encompass online and social media environments. Visual content, interactivity features, and social proof presented on platforms such as Instagram function as powerful stimuli that shape consumers' internal evaluations. These stimuli may take the form of food photography, short videos of restaurant ambience, captions, hashtags, comments, and reviews that provide both informational and emotional cues. The organism component in this context includes consumers' cognitive assessments (e.g., perceived usefulness, perceived quality, perceived value) and affective reactions (e.g., pleasure, arousal, excitement, trust) that arise when they are exposed to digital content. When these internal states are positive, they increase the likelihood of a favorable response, such as the intention to visit, the decision to purchase, or the willingness to recommend the restaurant to others.

Within this study, Instagram promotion, word of mouth, and service quality are conceptualized as stimuli that jointly shape consumers' internal psychological processes before a purchase decision is made. Instagram promotion provides visual and informational stimuli, WOM and eWOM offer social validation and normative influence, while service quality represents experiential stimuli that are directly perceived during the service encounter. Together, these elements influence the organism in the form of perceived attractiveness of the restaurant, perceived credibility of information, satisfaction expectations, and emotional attachment to the brand. The purchase decision at Bubba Gump Shrimp Co. Bali can therefore be interpreted as a response that emerges from the interaction between digital stimuli, social influences, and on-site service experiences, reinforcing the relevance of the S-O-R framework for understanding consumer behavior in premium themed restaurants in the digital age.

2.2 Instagram Social Media Promotion

Instagram social media promotion has evolved into one of the most effective strategies in the culinary and hospitality industries due to its ability to combine visual elements, interactivity, and real-time social presence. International studies indicate that food photography, restaurant atmosphere videos, and user-generated content significantly enhance engagement and brand trust (Djafarova & Trofimenko, 2019; Li, Xu, Song, & He, 2020). While traditional promotion indicators—such as advertising, personal selling, and direct marketing Sanches and Ramos (2025)—remain relevant, Instagram's distinctive characteristics highlight the importance of modern metrics such as engagement rate, algorithm exposure, and two-way interactions that determine the success of digital promotions. In the context of premium restaurants, carefully curated feeds, Reels, and Stories allow businesses to communicate not only menu information but also narrative elements such as lifestyle, ambience, and service experience, which together shape consumers' expectations before visiting the restaurant. Compared with traditional promotional tools, Instagram offers richer performance indicators that go beyond reach and frequency. Engagement in the form of likes, comments, shares, and saves reflects consumers' cognitive and affective responses to promotional stimuli and has been empirically linked to purchase intention and brand loyalty in the digital era (Afriani et al., 2025; Zed, Indriani, & Wati, 2025).

Furthermore, Instagram enables restaurants to build an integrated digital experience through collaborations with influencers, food vloggers, and online review communities. Content created by third parties is often perceived as more authentic and persuasive than firm-generated content, thereby strengthening digital word of mouth and social proof. For themed restaurants such as Bubba Gump

Shrimp Co. Bali, visual storytelling that consistently highlights décor, menu specialties, and customer enjoyment becomes a strategic tool for positioning the brand, attracting new visitors, and reinforcing purchase decisions in a competitive market.

2.3 Word of Mouth (WOM)

Word of Mouth (WOM) has undergone significant evolution over the past decade. Traditionally, WOM referred to interpersonal communication in which consumers share their experiences and opinions orally within their social networks. In many cases, however, the effectiveness of purely traditional WOM has declined as consumers increasingly rely on electronic word of mouth (eWOM) such as online reviews, social media comments, and user-shared content (Babić Rosario, De Valck, & Sotgiu, 2020). For themed restaurants that heavily depend on visual appeal, digital evidence such as photos, videos, and textual reviews is generally perceived as more credible and informative than brief verbal recommendations because it provides richer cues about the actual consumption experience Sian (2022)—must be understood as components of WOM that have transformed into digital forms.

The classical WOM framework introduced by Sernovitz—talkers, topics, tools, taking part, and tracking—remains highly relevant but needs to be interpreted within the digital ecosystem (Sian, 2022). Talkers now include not only close friends and family members but also influencers, food reviewers, and micro-celebrities on platforms such as Instagram and TikTok. Topics no longer revolve solely around product attributes but also involve experiential narratives, such as restaurant ambience, service friendliness, and “Instagrammable” photo spots. Tools encompass digital communication channels ranging from direct messages, group chats, and comments to review platforms and hashtag campaigns, while taking part refers to active participation by both consumers and firms in conversations that shape brand image. Tracking has become more systematic as businesses can monitor sentiment, review scores, and user interactions through analytics dashboards.

Empirical research in the Indonesian context shows that WOM and eWOM positively influence consumer attitudes and purchase decisions across various industries, including beauty products, food and beverages, and health products (Indra et al., 2024). However, the strength of WOM’s impact may vary depending on the demographic profile and digital literacy of consumers. Younger, digitally savvy segments tend to prioritize online reviews and social media discussions, positioning eWOM as a decisive factor in their decision-making process (Kurniasih & Elizabeth, 2021). In the case of Bubba Gump Shrimp Co. Bali, WOM and eWOM function as complementary forms of social validation that can reinforce or weaken the persuasive effects of Instagram promotion, particularly when consumers compare multiple restaurant options within the same destination

2.4 Service Quality

Service quality remains a fundamental factor in the hospitality industry, as it encompasses direct interactions that shape consumer experience. Research over the past decade affirms that the dimensions of tangibles, reliability, responsiveness, assurance, and empathy not only determine customer satisfaction but also significantly affect loyalty and purchase decisions (Kim & Baker, 2020; Prentice, Wang, & Loureiro, 2019). In premium themed restaurants, tangible aspects such as décor, food presentation, and ambience contribute strongly to perceptions of service quality because they are closely related to the visual experience and dining atmosphere expected by consumers.

The widely adopted SERVQUAL framework conceptualizes service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Research over the past decade affirms that these dimensions not only determine customer satisfaction but also significantly affect loyalty and purchase decisions in various service settings, including restaurants, retail outlets, and tourism services (D. Rahmawati, 2023; Sitompul & Gultom, 2025). High service quality reduces perceived risk, increases perceived value, and encourages repeat visits, thereby amplifying the long-term impact of marketing efforts.

In premium themed restaurants, tangible aspects such as décor, interior design, food presentation, and ambience contribute strongly to perceptions of service quality because they are closely related to the visual experience and dining atmosphere expected by consumers (Rumengan, Rumengan,

Suhardis, & Riza, 2023). These tangible cues interact with reliability (consistency of service), responsiveness (speed and willingness to help), assurance (professionalism and competence), and empathy (personalized attention) to create a holistic experience that either confirms or disconfirms pre-visit expectations formed through digital information. When service quality aligns with or exceeds expectations, consumers are more likely to perceive the restaurant as trustworthy and worth recommending to others, both offline and online (Rozanna, 2025). Conversely, negative service experiences can quickly spread through eWOM, undermining the positive effects of digital promotion.

Several empirical studies indicate that service quality has a direct and significant effect on purchase decisions, either as an antecedent of satisfaction or through perceived value (Caniago & Rustanto, 2022; Edy, Sugeng, Citra, & Kamalina, 2023). In the restaurant sector, quality of service is often found to be more decisive than promotional activities in driving repeat purchases and long-term loyalty. In the context of Bubba Gump Shrimp Co. Bali, service encounters—such as the friendliness and attentiveness of staff, accuracy of orders, and responsiveness to special requests—become critical moments of truth that validate the promises conveyed through Instagram promotion and WOM, ultimately shaping consumers' final purchase decisions

2.5 Purchase Decision

Purchase decisions in the digital era are influenced not only by internal factors such as needs and preferences, but also by external factors such as social media information, digital reviews, and visual content (Yadav & Rahman, 2018). The stages of the purchase decision—from need recognition to post-purchase behavior—are increasingly connected to online information searches, making social media one of the main channels consumers use to evaluate product or restaurant alternatives. Drawing on consumer behavior theory, the decision-making process typically consists of several stages: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. In contemporary practice, each of these stages is increasingly intertwined with digital touchpoints. Consumers recognize needs when exposed to appealing content on social media, conduct information searches through search engines and review platforms, evaluate alternatives using ratings and user-generated content, and share post-purchase evaluations through comments or online reviews (Dhia & Melinda, 2024).

In the restaurant industry, especially for destinations such as Bali where culinary offerings are highly diverse, digital information serves as a crucial filter through which consumers narrow down their choices. Instagram posts, Stories, and Reels help shape initial expectations about menu variety, price levels, and ambience, while WOM and eWOM provide social proof regarding actual service quality and customer satisfaction. As a result, purchase decisions are formed through an interaction between cognitive evaluations (e.g., price, menu, location), affective responses (e.g., perceived enjoyment, excitement), and social influences (e.g., recommendations, online ratings). Studies in the Indonesian context show that social media promotion, WOM, and service quality all contribute—either directly or indirectly—to purchase decisions in various consumer markets (Indra et al., 2024; Yoebrilanti; & Dugarri, 2025; Zed et al., 2025).

In the case of Bubba Gump Shrimp Co. Bali, the purchase decision can be understood as the culmination of integrated digital and offline experiences. Before visiting, prospective customers are exposed to visual stimuli on Instagram and influenced by WOM or eWOM. Upon arrival, their perceptions are further shaped by actual service performance and the physical environment of the restaurant. If the overall experience is positive, consumers are not only likely to complete the purchase but also to engage in repeat visits and positive advocacy, thereby feeding back into the digital ecosystem. This cyclical process illustrates that purchase decisions are dynamic outcomes of ongoing interactions between marketing stimuli, consumer psychology, and service encounters in both online and offline domains

2.6 Conceptual Model and Hypothesis Development

Based on the above theoretical review, the conceptual model of this study integrates the S-O-R theory with the variables of Instagram promotion, word of mouth, service quality, and purchase decision.



Instagram promotion, word of mouth, and service quality are positioned as stimuli that trigger consumers' psychological processes in the form of perceptions, emotions, and service evaluations as the organism. These psychological processes ultimately produce a response in the form of a purchase decision. Thus, the conceptual model illustrates that purchase decisions are influenced not only by promotions and recommendations, but also by service quality, which moderates how consumers respond to digital marketing stimuli. A hypothesis is a provisional assumption formulated based on theories and previous studies, the truth of which must be empirically tested (Muhsinin & Rahmawati, 2020). Based on the research questions, objectives, theoretical review, and prior research, the hypotheses of this study are formulated as follows:

Table 1. Hypothesis

No	Hypothesis	Independent Variable	Dependent Variable	Theoretical / Literature Basis
H1	Instagram Social Media Promotion has a significant positive effect on purchase decisions	Instagram Social Media Promotion	Purchase Decision	Ilham, Almunawaroh, Margolang, Hasibuan, and Samudra (2025); Sayekti (2025)
H2	Word of Mouth has a significant positive effect on purchase decisions	Word of Mouth	Purchase Decision	Dewi Murtiningsih and Sari (2025); Taher, Pamungkur, and Sunarmie (2022)
H3	Service Quality has a significant positive effect on purchase decisions	Service Quality	Purchase Decision	Widiarta (2023)
H4	Instagram Social Media Promotion, Word of Mouth, and Service Quality simultaneously have a significant positive effect on purchase decisions	Instagram Social Media Promotion, Word of Mouth, Service Quality	Purchase Decision	D Murtiningsih, Dharma, and Putra (2024)

3. RESEARCH METHOD

This study employs a quantitative approach using a survey method. The population consists of consumers of Bubba Gump Shrimp Co. Bali, with an unspecified total number. The sampling technique used is purposive random sampling with the following criteria: respondents aged ≥20 years and having made at least one purchase at the restaurant. The sample size was determined using Hair's (2020) guideline for logistic regression analysis, resulting in 120 respondents (6 × 20 indicators = 120), which ensures reliability and statistical significance. Data were collected through a Likert Scale questionnaire (1–5) that had undergone validity and reliability testing. Validity was tested using Pearson's correlation ($r > 0.3$), while reliability was tested using Cronbach's Alpha ($\alpha > 0.6$). The reliability test results showed α values ranging from 0.864 to 0.954, and the validity test indicated item correlations between 0.55 and 0.88. Data analysis was performed using logistic regression with SPSS 25. Prior to regression analysis, classical assumption tests were conducted, including normality (Kolmogorov–Smirnov), multicollinearity (VIF and tolerance), and heteroscedasticity (Glejser test). Hypothesis testing used the t-test (partial effect) and F-test (simultaneous effect) with a significance level of $\alpha = 0.05$.



Table 2. Operational Definition of Variables.

Variable	Indicators	Scale	Source
Social Media Promotion (X1)	Advertising, Personal selling, Sales promotion, Public relations, Direct marketing	Likert 1–5	Tjiptono (2021)
Word of Mouth (X2)	Talkers, Topics, Tools, Taking part, Tracking	Likert 1–5	Sernovitz
Service Quality (X3)	Tangibles, Reliability, Responsiveness, Assurance, Empathy	Likert 1–5	Tjiptono (2023)
Purchase Decision (Y)	Need recognition, Information search, Evaluation of alternatives, Purchase decision, Post-purchase behavior	Likert 1–5	Mihajlovic, Savic, and Sarcevic (2025)

4. RESULTS AND DISCUSSION

4.1 Results of Multiple Linear Regression Analysis

Based on the regression analysis, the following equation was obtained $Y = 4,094 + 0,358X1 + 0,037X2 + 0,407X3$. The constant value of 4.094 indicates that even when all independent variables are at zero, the purchase decision remains at a certain baseline level. This suggests the presence of external factors outside the model—such as restaurant location, brand image, and individual consumer preferences—which contribute to purchasing decisions. This interpretation emphasizes that purchase decisions are influenced not only by the marketing stimuli examined in this study but also by contextual aspects inherent in consumer experience.

Instagram promotion has a positive coefficient of 0.358, indicating that every increase in promotional activity on the platform can enhance purchase decisions. Word of mouth has a very small positive coefficient (0.037) and is not statistically significant, suggesting that its contribution to purchase decisions is relatively weak. Meanwhile, service quality shows the largest coefficient, 0.407, confirming that improvements in service quality exert the strongest and most significant influence on encouraging consumer purchase decisions.

Table 3. Multiple Linear Regression Analysis

Variable	B	Std. Error	Beta	t	Sig.
Constant	4,094	1,652	–	2,479	0,015
Social Media Promotion (X1)	0,358	0,087	0,324	4,116	0,000
Word of Mouth (X2)	0,037	0,072	0,042	0,512	0,609
Service Quality (X3)	0,407	0,060	0,505	6,832	0,000

4.2 Results of the F-Test (Simultaneous Test)

The F-test shows an F-value of 45.119 with a significance level of $0.000 < 0.05$, indicating that Instagram promotion, word of mouth, and service quality simultaneously have a significant effect on purchase decisions. The R^2 value of 53.8% demonstrates that the model is able to explain more than half of the variance in purchase decisions.

Table 4. F-Test (Simultaneous Test)

Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Regression	1181,435	3	393,812	45,119	0,000
Residual	1012,490	116	8,728	–	–
Total	2193,925	119	–	–	–

4.3 Discussion



The results of the study indicate that Instagram social media promotion has a significant effect on consumer purchase decisions. Visual content—such as photos, videos, and interactions through features like Stories or Reels—serves as an effective stimulus to capture attention and shape positive consumer perceptions. These findings are consistent with the S-O-R theory, in which visual exposure influences cognitive and emotional processes that subsequently encourage purchasing actions. In the context of themed restaurants such as Bubba Gump Shrimp Co. Bali, the power of visual representation becomes an essential factor because it provides an appealing illustration of the dining experience.

Word of mouth was found to have no significant partial effect, suggesting that consumers rely more on digital information than on traditional verbal recommendations. This behavioral shift is strongly influenced by the dominance of the 21–40 age group, who tend to seek information primarily through social media and online reviews. Nevertheless, word of mouth does not entirely lose its role, as it still provides social validation that supports purchase decisions, especially when combined with strong digital content.

Service quality emerged as the most dominant variable influencing purchase decisions. The SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—contributed substantially to shaping a positive dining experience. In the hospitality industry, service quality determines customer satisfaction and repeat purchases, thereby reinforcing purchase decisions shaped by digital promotion. Simultaneously, Instagram promotion, word of mouth, and service quality exert a strong influence on purchase decisions, underscoring the importance of integrated marketing strategies that combine digital engagement with service excellence.

5. CONCLUSION

5.1 Conclusion

Based on the findings of this study, it can be concluded that Instagram promotion has a positive and significant influence on the purchase decisions of consumers at Bubba Gump Shrimp Co. Bali. Visual content, consistent posting, and digital interaction have proven effective in shaping consumer interest and encouraging purchase decisions. Service quality emerged as the most dominant factor, indicating that direct service experience remains the primary determinant of purchase decisions in premium restaurant settings. Meanwhile, word of mouth was found to have no significant effect, suggesting that digitally savvy young consumers rely more on social media–based information and online reviews rather than traditional verbal recommendations.

Simultaneously, the three variables exert a significant influence with a contribution of 53.8%, reinforcing that an integrated marketing approach combining digital promotion, WOM management, and service excellence is more effective than a single-strategy approach. These findings provide a theoretical contribution by strengthening the S-O-R model in a digital context, illustrating that the combination of visual stimuli, service reputation, and social validation serves as a key driver of consumer response. Practically, this research offers guidance for themed restaurants to optimize digital strategies while enhancing service quality to improve consumer purchase decisions.

5.2 Suggestions

Management of Bubba Gump Shrimp Co. Bali is advised to increase the proportion of Reels content and user-generated content, as dynamic visual formats are more effective in influencing consumers while simultaneously strengthening service quality across all SERVQUAL dimensions, which showed the strongest influence. The word-of-mouth strategy should shift from traditional to electronic WOM by encouraging online reviews, hashtag campaigns, and collaborations with food influencers to enhance digital social proof. Future research is recommended to include additional variables such as brand image, price, and eWOM, as well as to conduct studies in different locations or types of restaurants to provide a more comprehensive picture and improve the generalizability of the findings.

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