



Digital Marketing Strategy Based On E-Service, Brand Image And Reviews For Gofood MSMEs

¹Azlan Azhari, ²Abdul Rahman, ³Deddy Ibrahim Rauf

^{1,2,3}Makassar State University, Indonesia.

¹azlan.azhari@unm.ac.id, ²abdul.rahman1582@unm.ac.id,

³Deddyibrahim09@gmail.com

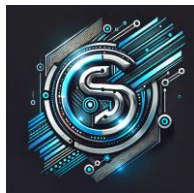
*Correspondence Email: azlan.azhari@unm.ac.id

Abstract: This study aims to determine the effect of E-Service Quality, Brand Image, and Online Customer Reviews on Online Purchasing Decisions at Almaz Fried Chicken on the GoFood platform. The sampling method used in this study is a non-probability sampling approach with the Accidental Sampling technique, which is a sampling technique based on chance, where anyone who accidentally meets the researcher can be used as a respondent if deemed suitable as a data source. The number of respondents in this study was 96 people who were consumers who had made online purchases at Almaz Fried Chicken through the GoFood application. The data obtained were analyzed using the SPSS 25 application with multiple linear regression analysis methods. The partial results of the study indicate that E-Service Quality has a positive and significant effect on Online Purchasing Decisions, which means that the better the quality of electronic services provided, the higher the consumer's decision to make a purchase. Furthermore, Brand Image also has a positive and significant effect on Online Purchasing Decisions, which shows that a strong and positive brand image can increase consumer trust and purchasing interest. In addition, Online Customer Reviews have a positive and significant effect on Online Purchasing Decisions, which means that the more positive reviews given by customers, the greater the tendency of other consumers to make a purchase. Simultaneously, the three variables e-service quality, brand image, and online customer reviews have a positive and significant influence on online purchasing decisions for Almaz Fried Chicken on GoFood. These results indicate that good digital service quality, a strong brand image, and positive customer reviews are a crucial combination in improving consumer purchasing decisions in the digital era.

Keywords: Digital Marketing Strategy, E-Service Quality, Brand Image, Online Customer Reviews, Online Purchasing Decisions.

INTRODUCTION

The rapid development of digital technology has brought significant changes to various aspects of human life, including consumption patterns. Advances in information technology, accompanied by various innovations, have simplified daily activities and made technology an integral part of the modern lifestyle. Data from the Indonesian Internet Service Providers Association (APJII) in 2022 showed that 77% of Indonesia's population is connected to the internet. This figure illustrates that the majority of people now rely heavily on digital services to



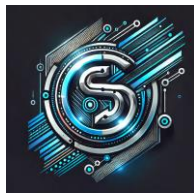
meet their needs. One tangible manifestation of this phenomenon is the increase in online transactions, particularly through e-commerce platforms and food delivery services.

Food delivery platforms like GoFood have become one of the most widely used digital innovations among urban communities. Through this app, consumers can order a variety of foods without having to visit the vendor in person, simply by using a smartphone and an internet connection. This shift in consumer behavior demonstrates that people now prioritize time efficiency and convenience when shopping. All transactions are conducted digitally, from ordering and payment to delivery. This situation also opens up significant opportunities for culinary businesses to expand their market and increase revenue through online sales.

The rapid growth of internet users also makes Indonesia a potential market for digital businesses, including the e-commerce sector.(Gaol et al., 2024) The significant growth in internet users opens up huge opportunities for business people to utilize digital platforms to reach a wider range of consumers. E-commerce itself, as explained by Laudon & Traver, (2016) E-commerce is the activity of conducting business transactions online through the internet and integrated devices. This development has not only transformed the way companies sell products but also how they interact with customers and manage business operations. As such, e-commerce has become a vital economic sector contributing to national economic growth.

In Indonesia, various local and international companies are competing to capitalize on the significant opportunities in the e-commerce and digital services sectors. Delivery services like GoFood and GrabFood have created intense competition among culinary brands. In this context, research into consumer behavior on digital platforms is crucial for understanding how consumers make purchasing decisions. According to Peter & Olson, (2012) A purchasing decision is the process of combining knowledge to select two or more alternatives, ultimately choosing one. This means that consumers will consider various factors before ultimately deciding to purchase a product online.

Food delivery platforms like GoFood are one form of innovation that makes it easier for consumers to meet their daily needs without having to visit a retailer in person. This behavioral shift is encouraging culinary businesses to adapt and improve the quality of their services in the digital realm. One local culinary business that has capitalized on this digital opportunity is Almaz Fried Chicken, which now actively serves orders through GoFood. This brand strives to expand



its consumer reach by providing easy online ordering and maintaining product quality. However, amidst fierce competition among culinary businesses on digital platforms, Almaz Fried Chicken faces the challenge of retaining and increasing consumer purchasing decisions. Competition extends beyond price and taste, to digital service and brand perception. Therefore, understanding the factors that influence purchasing decisions is a strategic step for business sustainability.

Several important factors can influence consumers' online purchasing decisions, namely e-service quality, brand image, and online customer reviews. These three factors are interrelated in shaping consumers' perceptions and experiences of a brand on digital platforms. Consumers who are satisfied with digital services tend to have positive perceptions of the brand and provide positive reviews, which ultimately drive purchasing decisions. Therefore, it is crucial for businesses like Almaz Fried Chicken to manage the quality of their e-services, build a strong brand image, and actively respond to customer reviews. This combination of factors is key to winning consumers' hearts in the digital era.

The first influential factor is E-Service Quality or the quality of electronic services. Kotler & Armstrong, (2020) explains that online service quality is the overall characteristics of a service that influence its ability to satisfy stated and implied needs. According to (Sari & Prihartono, 2021) e-service quality includes convenience, speed, accuracy, and ease of online transactions. Kuncoro & Suharti, (2024) also emphasized that companies capable of providing effective and efficient digital services will find it easier to attract and retain customers. Therefore, the better the quality of e-service provided by Almaz Fried Chicken on GoFood, the greater the likelihood of repeat purchases by consumers.

The second factor that influences purchasing decisions is brand image. Santoso (2019) states that brand image is a collection of perceptions, symbols, and meanings attached to a product or service in the minds of consumers. According to Peter & Olson, (2012) Brand image reflects consumers' perceptions and preferences towards a brand based on associations stored in their memory. Finis & W, (2016) He added that a positive brand image can strengthen consumer trust and drive purchasing decisions. Therefore, Almaz Fried Chicken needs to maintain its reputation and consistently deliver positive experiences to build a strong brand image amidst digital competition.

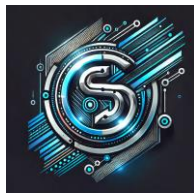
The third factor that significantly influences online purchasing decisions is Online Customer Reviews. Nugrahani Ardianti, (2019) states that customer reviews are a form of real opinions and



experiences shared by consumers after making a transaction. According to Holleschovsky & Constantinides, (2016), online customer reviews reflect consumers' subjective attitudes, experiences, and opinions towards a product or service. (Hidayat et al., 2021) He added that customer reviews can be either positive or negative, reflecting consumer satisfaction or disappointment. In the context of Almaz Fried Chicken, customer reviews on GoFood play a crucial role in shaping the perceptions of potential new customers, so review quality needs to be managed effectively.

Based on observations, Almaz Fried Chicken faces a real challenge in maintaining consumer purchasing decisions on the GoFood platform. Based on observations and customer reviews in the application, several complaints were found related to the E-Service Quality aspect, such as late delivery, errors in orders, and slow responses to customer complaints. This condition indicates that although Almaz Fried Chicken products are known for their distinctive taste and competitive prices, the suboptimal quality of e-services has the potential to reduce consumer satisfaction levels. Furthermore, from a Brand Image perspective, the company faces obstacles in maintaining a consistent positive image amidst increasing competition from other culinary brands on GoFood that are more aggressive in digital promotions. Negative experiences experienced by consumers, such as inconsistent taste or delayed service, can worsen brand perceptions and reduce customer loyalty.

On the other hand, the phenomenon of Online Customer Reviews is also a significant factor influencing potential customer perceptions. Observations on the GoFood page for Almaz Fried Chicken revealed a variation in customer reviews, with some giving positive assessments of the product's taste, while others complained about the service and delivery quality. Negative reviews appearing on public platforms can directly impact brand image and influence the purchasing decisions of potential customers, who consider reviews as a primary consideration before ordering. This situation illustrates the need for Almaz Fried Chicken to conduct a comprehensive evaluation of its e-service quality, brand image management strategy, and responsiveness to customer reviews promptly and professionally. This issue demonstrates a gap between consumer expectations for ideal digital services and the actual performance displayed by Almaz Fried Chicken on GoFood. Therefore, efforts are needed to improve the quality of digital services and strengthen brand image



to increase consumer purchasing decisions amidst increasingly fierce competition in the online culinary business.

The problem phenomenon explained in this background, and reinforced by the existence of a research gap related to the controversy over the results of previous research where research by (Salsabila & Albari, 2022) stated that e-service quality has a positive and significant influence on purchasing decisions. However, this differs from research by Herdiyani & Suyanto, (2023) stated that e-service quality does not have a significant effect on purchasing decisions. Research by Andono & Maulana, (2022) stated that brand image has a positive and significant influence on purchasing decisions, but this is different from the results of research by (Putra et al., 2024) stated that brand image does not influence purchasing decisions. Research by (Geraldine & Anisa, 2022) stated that there is a significant influence of online customer reviews on purchasing decisions, but this is different from research by (Ghoni & Soliha, 2022) stated that online customer reviews do not influence purchasing decisions.

Based on the description above, it can be concluded that online purchasing decisions for Almaz Fried Chicken on GoFood are strongly influenced by the quality of e-services, brand image, and customer reviews. Increasingly fierce competition among culinary businesses requires companies to deeply understand how these three factors contribute to consumer behavior. Therefore, this study aims to analyze the influence of E-Service Quality, Brand Image, and Online Customer Reviews on Online Purchasing Decisions for Almaz Fried Chicken on GoFood, in order to provide strategic recommendations for increasing competitiveness and business sustainability in the digital era. Thus, this study aims to examine the influence of E-Service Quality, Brand Image, and Online Customer Reviews on online purchase decisions for Almaz Fried Chicken on GoFood in Makassar

METHOD

The approach used in this research is a quantitative approach, which aims to test the hypothesis and answer research questions regarding the influence of e-service quality, brand image and online customer reviews on online purchasing decisions. Almaz Fried Chicken on GoFood (Sugiyono, 2017). A quantitative approach was chosen because it provides an objective picture of the relationships between variables and allows for systematic statistical analysis to



measure both partial and simultaneous effects. This research was conducted in Makassar City, with the research period running from August to September 2025.

The population in this study is Almaz Fried Chicken on GoFood. However, in this study, the exact population size (infinite) is unknown due to the lack of visible data to determine the research population. This study has an unknown population size, so the sample size was determined using the Cochran formula. (Sugiyono, 2017) Based on the calculation of the Cochran formula explained above, the researcher took 96 people as respondents in this study, who were consumers who had made online orders at Almaz Fried Chicken. The sampling method used in this study uses a non-probability sampling approach with the Accidental Sampling technique, namely a sampling determination technique based on chance, namely anyone who happens to meet the researcher can be used as a sample if it is considered that the person met by chance is suitable as a data source. Data collection was carried out through three main methods, namely observation, documentation, and questionnaire distribution. The main instrument was a questionnaire compiled in the form of a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree", to measure respondents' responses to each indicator statement from the variables of service quality, price, promotion, and purchasing decisions. This questionnaire was designed based on theoretical indicators of each variable and was tested first to ensure its validity and reliability.

The data obtained were analyzed using multiple linear regression analysis techniques, with the aim of determining the simultaneous and partial effects between independent variables (service quality, price, and promotion) on the dependent variable (purchase decision). Before conducting the regression analysis, a validity test was first conducted using the Pearson correlation technique and a reliability test using Cronbach's Alpha. Statistical analysis was continued with a t-test (to measure partial effects), an F-test (to measure simultaneous effects), and a coefficient of determination (R^2) test to measure the contribution of independent variables to the dependent variable. All analyses were conducted using the SPSS version 25 program.

RESULTS AND DISCUSSION

Based on the data collection conducted, a tabulation of the characteristics of 100 research respondents is presented, including gender, age, highest level of education, and type of employment. This table is expected to provide a clearer understanding of the respondents' profiles



and serve as a basis for further analysis regarding consumer purchasing decisions.

| Characteristics | Category | Frequency | Percentage (%) |
|--------------------|---------------|-----------|----------------|
| Gender | Woman | 57 | 59.4% |
| | Man | 39 | 40.6% |
| Age | < 20 Years | 35 | 36.5% |
| | 21 - 30 Years | 39 | 40.6% |
| | 31 - 40 Years | 16 | 16.7% |
| | 41 - 50 Years | 4 | 4.2% |
| | > 50 Years | 2 | 2.1% |
| Purchase Intensity | 1 time | 23 | 24.0% |
| | 2 - 4 times | 47 | 49.0% |
| | > 4 times | 26 | 27.0% |

Table 2. Characteristics of Research Respondents

Source: Primary Data, 2025

Based on the data in Table 2, the majority of respondents in this study were female, at 57 (59.4%), while the number of male respondents was 39 (40.6%). This indicates that female participation in this study was higher than male participation, indicating that women may have a more dominant role in purchasing decisions for the products studied.

In terms of age, the majority of respondents were in the 21–30 age range (39 people (40.6%)), followed by the <20 age group (35 people (36.5%)). Furthermore, the 31–40 age group numbered 16 people (16.7%), while the 41–50 and >50 age groups each consisted of only 4 people (4.2%) and 2 people (2.1%), respectively. These findings indicate that the majority of respondents were of a young and productive age, who generally have quite high purchasing power and are actively involved in consumption activities. This age group is also known to be more adaptive to changing trends and more responsive to product or service innovations.

In terms of purchasing intensity, it is known that the majority of respondents made purchases 2–4 times, namely 47 people (49.0%). Then, respondents who made purchases more than 4 times numbered 26 people (27.0%), while those who only made one purchase were 23 people (24.0%). This data illustrates the level of respondent involvement in purchasing activities is quite high, with almost half of respondents showing a repeat purchasing pattern. This pattern can indicate a level of satisfaction with the product offered or loyalty to a particular brand.

Overall, the respondent profile indicates that this study was dominated by young, productive-age women with relatively high purchasing frequency. This indicates that this group represents a potential market segment with a significant interest and consumption experience in the products



studied.

a) Instrument Validity Test and Reliability Test

Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

| Question Items | Correlation Coefficient (r) | r table | Information |
|----------------|-----------------------------|---------|-------------|
| X1.1 | 0.722 | 0.2006 | Valid |
| X1.2 | 0.661 | | Valid |
| X1.3 | 0.623 | | Valid |
| X1.4 | 0.600 | | Valid |
| X1.5 | 0.548 | | Valid |
| X2.1 | 0.648 | | Valid |
| X2.2 | 0.712 | | Valid |
| X2.3 | 0.603 | | Valid |
| X2.4 | 0.681 | | Valid |
| X2.5 | 0.619 | | Valid |
| X3.1 | 0.798 | | Valid |
| X3.2 | 0.491 | | Valid |
| X3.3 | 0.611 | | Valid |
| X3.4 | 0.648 | | Valid |
| X3.5 | 0.592 | | Valid |
| Y.1 | 0.683 | | Valid |
| Y.2 | 0.669 | | Valid |
| Y.3 | 0.653 | | Valid |
| Y.4 | 0.616 | | Valid |
| Y.5 | 0.617 | | Valid |

Table 3. Results of Question Item Validity Test

Source: Processed Primary Data, 2025

Based on table 3 above, it can be seen that each variable question item E-Service Quality, Brand Image, Online Customer Reviews influence the Purchasing Decision variable, has r count > from r table (0.2006) and has a positive value. Thus, it can be concluded that all the questions are valid.

The results of the reliability testing of the research variables can be seen in the table below:

| Variables | Cronbach's Alpha | Criteria | Information |
|-----------------------------|------------------|---|-------------|
| E-Service Quality (X1) | 0.621 | Cronbach's alpha > 0.60 so it is reliable | Reliable |
| Brand Image (X2) | 0.664 | | Reliable |
| Online Customer Review (X3) | 0.615 | | Reliable |



| | | |
|------------------------------|-------|----------|
| Online Purchase Decision (Y) | 0.652 | Reliable |
|------------------------------|-------|----------|

Table 4. Results of Reliability Test of Research Variables

Source: Processed Primary Data, 2025

Based on the results of Table 4 above, it is stated that all independent and dependent variables have a Cronbach Alpha value > 0.60. This means that all statements in the e-service quality (X1), brand image (X2), online customer review (X3), and purchasing decision (Y) variables are stated to be usable as measuring tools in this study.

Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to see the accuracy of predicting independent variables.e-service quality (X1), brand image (X2), online customer review (X3) and purchasing decision (Y)onAlmaz Fried Chicken.The multiple linear regression equation model in this study is as follows:

| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | B | Std. Error | Beta | | |
| 1 | (Constant) | .763 | 1,408 | | .542 | .589 |
| | E-Service Quality (X1) | .431 | .073 | .425 | 5,883 | .000 |
| | Brand Image (X2) | .235 | .086 | .225 | 2,719 | .008 |
| | Online Customer Review (X3) | .348 | .081 | .338 | 4,276 | .000 |

Table 5. Multiple Linear Regression Results

Source: Processed Primary Data, 2025

Based on the table above, the multiple linear regression equation used can be made as follows:

$$Y = 0.763 + 0.431X1 + 0.235X2 + 0.348X3$$

Interpretation of the results of the multiple linear regression equation:

- a = A constant of 0.763 can be interpreted as meaning that if all independent variables, namely E-Service Quality, Brand Image, and Online Customer Review, are considered constant or have a value of zero, then the value of the dependent variable, Purchase Decision, is 0.763. This means that even though there is no influence from the three



independent variables, Purchase Decision on Almaz Fried Chicken still has a positive value of 0.763 units.

- b1X1 = The regression coefficient of the E-Service Quality variable is 0.431, indicating that E-Service Quality has a positive effect on Purchasing Decisions. This means that if E-Service Quality increases by 1 unit, then the Purchasing Decision will increase. on Almaz Fried Chicken will also increase by 0.431 units.
- b2X2 = The regression coefficient of the Brand Image variable is 0.235, indicating that Brand Image has a positive effect on Purchasing Decisions. This means that if Brand Image increases by 1 unit, then the Purchasing Decision will increase. on Almaz Fried Chicken will also increase by 0.235 units.
- b3X3 = The regression coefficient of the Online Customer Review variable is 0.348, indicating that Online Customer Reviews have a positive effect on Purchasing Decisions. This means that if Online Customer Reviews increase by 1 unit, then the Purchasing Decision will increase by 1 unit. on Almaz Fried Chicken will also increase by 0.348 units.

Partial Hypothesis Test (t-Test)

The t-test in this study was used to determine the significant influence of the individual independent variable (X), namely E-Service Quality (X1), Brand Image (X2), Online Customer Review (X3) and Purchase Decision (Y). This can be seen in the following test results table:

| Variables | t – count | t - table | Sig. |
|-----------------------------|-----------|-----------|------|
| E-Service Quality (X1) | 5,883 | 1,985 | .000 |
| Brand Image (X2) | 2,719 | | .008 |
| Online Customer Review (X3) | 4,276 | | .000 |

Table 6. *t-Test Results*

Source: Processed Primary Data, 2025

Based on the results of the partial test calculations, the influence of the independent variable on the dependent variable can be explained as follows:

- T-test or partial test on variables E-Service Quality (X1) obtained a t count of 5,883 which is greater than the t table of 1.985 or from a significance of 0.000 which is smaller than $\alpha = 0.05$, so partially the E-Service Quality (X1) variable has a significant effect on the Purchasing Decision variable at Almaz Fried Chicken (Y).
- T-test or partial test on variables Brand Image (X2) obtained a t count of 2.719 which is greater than the t table of 1.985 or from a significance of 0.008 which is smaller than $\alpha =$



0.05, so partially the Brand Image (X2) variable has a significant effect on the Purchasing Decision variable atAlmaz Fried Chicken(Y).

- c. T-test or partial test on variablesOnline Customer Review (X3) obtained a t count of 4.276 which is greater than the t table of 1.985 or from a significance of 0.000 which is smaller than $\alpha = 0.05$, so partially the Online Customer Review (X3) variable has a significant effect on the Online Purchasing Decision variable onAlmaz Fried Chicken(Y).

Simultaneous Hypothesis Test (F Test)

The F-test is used to determine the simultaneous influence of independent variables (e-service quality, brand image, and online customer reviews) on the dependent variable (purchase decisions). The significance of the positive influence can be estimated by comparing the P-value $\alpha = 0.05$ or the calculated F-table. The following table shows the ANOVA statistical calculation for the F-test:

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------|
| 1 | Regression | 681,538 | 3 | 227,179 | 52,717 | .000b |
| | Residual | 396,462 | 92 | 4,309 | | |
| | Total | 1078,000 | 95 | | | |

Table 7. F Test Results. Source: Processed Primary Data, 2025

Based on Table 9 above, the independent variables, namely E-Service Quality, Brand Image, and Online Customer Reviews, simultaneously influence the dependent variable, Purchasing Decision. This result can be seen from the calculated F value of 52.717.> Ftable 2.70with a significance value of $0.000 < \alpha = 0.05$. These results indicate that the variables namely E-Service Quality, Brand Image, Online Customers Review simultaneously influence customer purchasing decisions, so that if the variables E-Service Quality, Brand Image, Online Customers Review increase together, the online purchasing decision on Almaz Fried Chicken will also increase and vice versa.

Coefficient of Determination Test (R2)



The coefficient of determination (R^2) essentially measures the model's ability to explain variation in the independent variables. The coefficient of determination ranges between zero and one. A small R^2 value indicates that the independent variables' ability to explain variation in the dependent variable is very limited. The results of the coefficient of determination test can be seen in the following table:

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .795a | .632 | .620 | 2.07590 |

Table 8. Results of the calculation of the coefficient of determination test

Source: Processed Primary Data, 2025

Based on table 10 above, it can be seen The R Square value is 0.632. This value represents the percentage contribution of the independent variable to the dependent variable. The R Square value, when converted into a percentage, is 63.2%. This percentage explains that the e-service quality, brand image, and online customer reviews variables are able to contribute 63.2% to the purchasing decision variable, with the remainder being influenced by other variables outside the study, amounting to 36.8%.

Discussion of Research Results

a) The Influence of E-Service Quality on Online Purchasing Decisions

From the results of the multiple linear regression analysis that has been conducted, the t-value obtained is 5.883 with a significance level of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. This indicates that partially, the E-Service Quality variable has a positive and significant effect on Online Purchasing Decisions at Almaz Fried Chicken on the GoFood platform. Thus, the better the quality of electronic services provided by Almaz Fried Chicken, the greater the tendency of consumers to make online purchases.

These findings confirm that digital service quality, including app usability, transaction speed, system reliability, and responsiveness to customer complaints, is a crucial factor in shaping



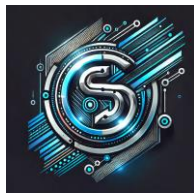
purchasing decisions. In the context of food delivery services, where consumers cannot directly assess the product, digital service quality is a crucial aspect determining customer satisfaction and trust. When consumers perceive that the ordering system runs smoothly, payments are secure, and orders are delivered on time, a positive perception of service quality will develop, impacting repeat purchase decisions.

Furthermore, the results of this study are in line with the findings Patmala & Fatihah, (2021) which states that e-service quality has a positive and significant influence on online purchasing decisions. This means that the higher the level of convenience and reliability of e-services perceived by consumers, the more likely they are to make a purchase. In the case of Almaz Fried Chicken, aspects such as the accuracy of menu information in the app, ease of ordering, and speed of delivery are key indicators influencing consumer decisions.

In addition, according to Parasuraman et al., (2015) E-service quality encompasses several key dimensions, such as efficiency, reliability, privacy, and responsiveness. If Almaz Fried Chicken can maintain consistency in these dimensions, the consumer experience in online transactions will improve, ultimately increasing loyalty and purchasing decisions. The results of this study are also supported by studies Purwaningrum, (2023) who found that e-service quality plays an important role in shaping consumers' positive perceptions of online stores, thus influencing purchasing intentions and actions.

Theoretically, the positive relationship between E-Service Quality and Online Purchasing Decisions can be explained through Consumer Behavior Theory. Mowen & Minor, (2000) which states that purchasing decisions are influenced by consumers' perceptions and evaluations of the service experience. When the user experience on a digital platform is smooth and satisfying, a positive attitude toward the brand is formed, which in turn drives purchasing decisions. In the context of GoFood, ease of app navigation, speed of order confirmation, and on-time delivery are key factors shaping this experience.

Thus, the results of this study confirm that e-service quality is a dominant factor determining the success of Almaz Fried Chicken's online transactions on GoFood. Efforts to improve digital service quality, such as optimizing the ordering system, increasing the accuracy of product information, and responding quickly to customer complaints, must be a strategic priority for companies. Successfully managing these aspects will not only improve purchasing decisions but



also strengthen the positive image and consumer trust in the Almaz Fried Chicken brand in an era of increasingly fierce digital competition.

b) The Influence of Brand Image on Online Purchasing Decisions

From the results of multiple linear regression analysis, the t-value for the Brand Image variable was 2.719 with a significance level of 0.008, which is smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Brand Image variable has a positive and significant effect on Online Purchasing Decisions for Almaz Fried Chicken on the GoFood platform. This indicates that the more positive the brand image of Almaz Fried Chicken in the eyes of consumers, the greater the likelihood of consumers making online purchases through GoFood.

These findings demonstrate that brand image plays a crucial role in shaping consumer perceptions and confidence in the quality of products and services offered. In the competitive context of the online culinary business, a strong and positive brand will influence consumer perceptions of the reliability, taste, cleanliness, and professionalism of food providers. Almaz Fried Chicken, which is able to project an image as a local brand that consistently maintains taste, cleanliness, and fast service, will more easily attract repeat purchases than brands that lack a strong identity in the digital marketplace.

Furthermore, brand image-building aspects such as a recognizable logo, attractive product packaging, consistent taste, and friendly and prompt service are key elements in creating a positive perception in consumers' minds. This positive image is not only achieved through direct customer experiences but also through reviews and recommendations on the GoFood platform and social media. Consumers who see that Almaz Fried Chicken is widely recommended and has received positive reviews will view the brand as a credible and trustworthy choice.

In the marketing theory put forward by Kotler & Armstrong, (2018) Brand image reflects a set of beliefs, ideas, and impressions a person holds about a brand. The stronger and more positive these impressions, the more likely consumers are to choose that brand over competitors. In this regard, brand image serves as a signal of quality, helping consumers reduce uncertainty when making online transactions, particularly for food products that cannot be directly assessed before receiving them.



The results of this study are in line with the findings Andono & Maulana, (2022) and Ani et al., (2021) which states that brand image has a positive and significant influence on purchasing decisions. These studies show that brands with a good reputation and positive image can foster trust and influence consumer behavior in product selection. In the context of Almaz Fried Chicken, a brand associated with distinctive taste, fast service, and a professional menu display is more likely to generate purchase intentions than a brand that is less widely known or has negative reviews.

In addition, these results are also strengthened by research (Hien et al., 2020) which explains that brand image not only impacts perceived quality but also serves as a differentiation tool that distinguishes a brand from its competitors. Almaz Fried Chicken, which is able to maintain a consistent positive image, for example by maintaining the quality of its crispy fried chicken and distinctive flavor, will have a competitive advantage amidst the many online culinary options available on GoFood.

Conceptually, the formation of a strong brand image can be linked to brand identity theory, where the consistency of messages, experiences, and values conveyed to consumers shapes long-term perceptions of the brand. When consumers have positive experiences that are consistent with their expectations, their perceptions of the brand strengthen, ultimately influencing purchasing decisions.

Thus, the results of this study confirm that Brand Image is a strategic factor in influencing online purchasing decisions at Almaz Fried Chicken. Efforts to strengthen brand image can be done by improving product taste quality, attractive visual presentation on the GoFood platform, and positive interactions with customers. A good brand image not only encourages purchases but also creates long-term loyalty, because consumers tend to associate positive experiences with brands that consistently maintain the quality and value of their services. Therefore, a sustainable brand image management strategy through product innovation, creative digital promotions, and consistent service will be key for Almaz Fried Chicken to strengthen its position as one of the main choices for consumers in the online culinary market.

c) The Influence of Online Customer Reviews on Online Purchasing Decisions



From the results of multiple linear regression analysis, the t-value for the Online Customer Review variable was 4.276 with a significance level of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Online Customer Review variable has a positive and significant effect on Online Purchasing Decisions for Almaz Fried Chicken on the GoFood platform. These results indicate that the more positive customer reviews received by Almaz Fried Chicken on the digital platform, the higher the consumer's tendency to make a purchase.

These findings confirm that customer reviews are a crucial factor influencing consumer purchasing behavior in the digital age. In the context of food delivery services, consumers cannot directly evaluate products before purchasing, so they rely heavily on information from others' experiences. Positive reviews such as "the chicken was delicious," "fast delivery," or "the food was still warm when it arrived" serve as trustworthy signals that strengthen potential consumers' confidence in the product's worth-buying. Conversely, negative reviews such as "incomplete order" or "slow delivery" can decrease purchase intention by creating a perceived risk regarding product or service quality.

Furthermore, aspects of customer reviews such as the number of 5-star ratings, the quality of comments, the seller's response time to complaints, and the consistency of positive reviews are indicators that shape perceptions of brand trust and credibility. When potential buyers see that the majority of customers provide high ratings accompanied by positive testimonials, they will feel more confident and encouraged to imitate those purchasing decisions. This aligns with the concept of social proof proposed by Cialdini (2009), where individuals tend to follow the actions of others when faced with uncertainty, particularly in the context of online purchasing decisions.

In the case of Almaz Fried Chicken, customer reviews on the GoFood app are the primary means for consumers to evaluate product quality and service. High positive ratings and customer testimonials highlighting speed of service, delicious chicken flavor, and order accuracy have a powerful psychological effect in building trust. The consistently positive reviews not only attract new customers but also strengthen the loyalty of existing customers by demonstrating the brand's consistent satisfaction.

The results of this study are in line with studies conducted by (Holleschovsky & Constantinides, 2016) which found that online customer reviews have a significant influence on



consumer purchasing decisions, because reviews function as a means of interpersonal communication in the digital world that helps consumers reduce uncertainty and purchasing risk. Research by Geraldine & Anisa, (2022) as well as Nugrahani Ardianti, (2019) also shows that customer reviews play an important role in building trust in the platform and sellers, which ultimately increases online purchasing intentions and decisions.

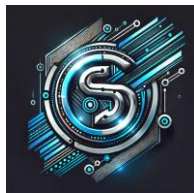
In addition, the results of this study strengthen the findings Febri et al., (2021) which emphasizes that reviews and ratings on digital platforms not only provide cognitive information for consumers but also build emotional attachment to the brand. In the context of Almaz Fried Chicken, positive comments accompanied by food photos, satisfied emojis, and personal recommendations like "will definitely order again" create an emotional connection that strengthens future purchasing decisions.

Theoretically, the positive influence of online customer reviews on purchasing decisions can also be explained through Elaboration Likelihood Theory, which states that consumers process information through two routes: the central route and the peripheral route. In online transactions, customer reviews function as a peripheral route that provides trust signals without requiring in-depth analysis. Consumers tend to trust reviews that are numerous, positive, and appear authentic as a basis for making quick purchasing decisions. (Wahpiyudin et al., 2022).

Thus, the results of this study confirm that online customer reviews play a strategic role in increasing online purchasing decisions at Almaz Fried Chicken. Professional review management, such as responding politely to customer comments, promptly following up on complaints, and thanking customers who leave positive reviews, can enhance brand image and encourage repeat purchases.

Therefore, strategies to maintain service quality and manage customer interactions on digital platforms are crucial. Almaz Fried Chicken needs to continuously encourage satisfied customers to leave positive reviews and showcase their best testimonials on its product pages. These efforts not only increase purchasing decisions but also create a positive viral effect that expands the brand's reach and strengthens public trust in Almaz Fried Chicken's credibility amidst increasingly fierce competition in the online culinary business.

CONCLUSION



Based on the research results, it can be concluded that the three independent variables, namely E-Service Quality, Brand Image, and Online Customer Reviews, partially have a positive and significant influence on Online Purchasing Decisions. This is evidenced by the significance values of all three variables being less than 0.05, and the calculated t-values being far above the critical limit. This means that the higher consumers' perceptions of these three factors, the greater their tendency to make online purchases at Almaz Fried Chicken via GoFood.

Specifically, the E-Service Quality variable is proven to have the most dominant influence on purchasing decisions, with the highest regression coefficient value ($B = 0.431$) compared to other variables. This indicates that Almaz Fried Chicken consumers pay close attention to the quality of electronic services in the online purchasing process. Good service quality, including ease of ordering, speed of delivery, order accuracy, and a quick response to customer complaints, provides a sense of satisfaction and strong confidence for consumers to continue making repeat purchases. Therefore, improving the quality of electronic services is a key element that needs to be optimized by Almaz Fried Chicken in maintaining consumer purchasing decisions.

Based on these findings, it is recommended that Almaz Fried Chicken continue to improve the quality of its digital services by refining the ordering system in the GoFood application, increasing the accuracy of product information, and improving the delivery system to make it more efficient. Brand image management also needs to be strengthened by maintaining product taste consistency, paying attention to cleanliness and packaging, and conducting attractive digital promotions to maintain a positive brand image in the eyes of consumers. Furthermore, online customer review management must be carried out actively by monitoring ratings and comments, providing quick responses to complaints, and encouraging satisfied customers to leave positive reviews on the GoFood platform.

By simultaneously integrating these three factors, namely superior electronic service quality, strong brand image, and positive customer reviews, it is hoped that online purchasing decisions for Almaz Fried Chicken on the GoFood platform can continue to increase sustainably, while strengthening Almaz Fried Chicken's position as one of the competitive local culinary brands in the digital era.

REFERENCE



- Andono, B., & Maulana, YI (2022). The Influence of Brand Image and Online Customer Reviews on Purchasing Decisions Through the Online Travel Agent Traveloka (A study of consumers in the STTKD student environment). *Journal of Aerospace Management*, 15(1), 62–72.
- Ani, J., Lumanauw, B., & Tampenawas, JLA (2021). The Influence of Brand Image, Promotion and Service Quality on Consumer Purchase Decisions on Tokopedia E-Commerce in Manado City. *663 Jurnal EMBA*, 9(2), 663–674.
- Febri, I., Lukitaningsih, A., & Maharani, BD (2021). Consumer Response to E-Service Quality, Online Customer Review, and E-Trust on Purchasing Decisions on the Shopee Application. *MANDAR: Management Development and Applied Research Journal*, 4(1), 98–105.
- Finis, A., & W, H. (2016). The Influence of Product Quality, Price, and Brand Image on Product Purchasing Decisions of PT. Mustika Ratubuana Internasional Tbk. *Journal of Business Administration Science Undergraduate Undip*, 5(4), 325–331.
- Gaol, RIL, Hidayat, N., Tampubolon, A., & Gultom, GAM (2024). Analysis of the Influence of Product Price and Quality on Consumer Purchasing Decisions (Case study: Economics Study Program Students, Faculty of Economics, Medan State University). *AURELIA: Indonesian Journal of Research and Community Service*.
<https://doi.org/10.57235/aurelia.v3i2.2804>
- Geraldine, ALD, & Anisa, F. (2022). The Influence of Brand Image, Online Customer Reviews, and Service Quality on Purchasing Decisions on Lazada. *Borobudur Management Review*, 2(2), 132–142.
- Ghoni, MA, & Soliha, E. (2022). The Influence of Brand Image, Online Customer Reviews, and Promotion on Purchasing Decisions on the Shopee Marketplace. *Mirai Management Journal*, 7(2), 14–22.
- Herdayani, Y., & Suyanto, AMA (2023). The Influence of Price and E-Service Quality on Purchasing Decisions on Netflix Services. *E-Proceedings of Management*, 10(2).
- Hidayat, A., Wijaya, T., Ishak, A., & Endi Catyanadika, P. (2021). Consumer trust as the antecedent of online consumer purchase decisions. *Information (Switzerland)*, 12(4), 1–10.
<https://doi.org/10.3390/info12040145>



- Hien, N. N., Phuong, N. N., Tran, T. V., & Thang, L. (2020). The Effect of Country-of-Origin Image on Purchase Decisions: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10(6), 1205–1212.
- Holleschovsky, N. I., & Constantinides, E. (2016). Impact of Online Product Reviews on Purchasing Decisions. *Proceedings of the 12th International Conference on Web Information Systems and Technologies (WEBIST 2016)*, 271–278.
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing* (Eighteenth). Pearson.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (Seventeenth). Pearson.
- Kuncoro, BT, & Suharti, S. (2024). The Influence of Service Quality, Brand Image, and Online Customer Reviews on Purchase Decisions. *Economics and Business International Conference Proceedings*, 1(2), 1176–1187.
- Laudon, K.C., & Traver, C.G. (2016). *E-Commerce 2016 Business, Technology, Society* (12th Ed.).
- Mowen, J. C., & Minor, M. (2000). *Consumer Behaviour*. Prentice Hall, Inc.
- Nugrahani Ardianti, A. (2019). The Influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions through the Shopee Marketplace (A Study on Active Students of the Faculty of Social and Political Sciences, Diponegoro University). *Journal of Business Administration*, 8(2), 1–11.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2015). ES-Qual: A Multiple Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*, 1(1), 7–213.
- Patmala, HS, & Fatihah, DC (2021). The Influence of Service Quality on Purchasing Decisions at the Kartika Widya Utama SME Mart. *JIMEA | MEA Scientific Journal (Management, Economics, and Accounting)*, 5(3), 1154–1170.
- Peter, P. J., & Olson, J. C. (2012). *Consumer Behavior Marketing*. In McGraw.
- Purwaningrum. (2023). Dimensions of Trust: ability, benevolence, integrity according to Mayer et al. *ARRUS Journal of Social Sciences and Humanities*, 3(1). <https://journal.arrus.id>
- Putra, MRA, Santosa, SB, & Fu'adi, DK (2024). The influence of brand image, electronic word of mouth, and content marketing on purchasing decisions with brand trust as an intervening variable (a study on customers of the Belajarlagi Bootcamp). *Diponegoro Journal of Management*, 13(1), 1–10.



- Salsabila, A., & Albari, A. (2022). The Influence of Celebrity Endorsement and Brand Image on Brand Trust and Purchase Intention of Beauty Products. *COMSERVA: Journal of Research and Community Service*, 2(7).
- Sari, RM, & Prihartono. (2021). The Influence of Price and Product Quality on Purchasing Decisions. *Scientific Journal of MEA (Management, Economics, & Accounting)*, 5(3), 1171–1184.
- Sugiyono. (2017). *Quantitative, qualitative, and mixed methods research methods*. Alfabeta.
- Wahpiyudin, CAB, Mahanani, RK, Rahayu, IL, & Simanjuntak, M. (2022). The Credibility of Consumer Reviews in E-Commerce Transactions: A Source of Information in Online Purchasing Decisions. *Policy Brief for Marine Agriculture and Tropical Biosciences*, 4(1). <https://doi.org/10.29244/agro-maritim.v4.i1.6>