

Trust Based Online Food Review toward Customers' Restaurant Selection Intention in Food and Beverage Service

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Abstract. Information technology had brought many advantages to daily consumption activities, especially when social networks were born. Social networking sites have become a new and modern tool for diners to choose restaurants and food services in Food and Beverage Service (F&B). This study aimed to find the relationship between the online food review communities' characteristics with trust and customers' restaurant selection intention. Mix-method research was done to archive the research objective. The research results pointed out that four characteristics of online food review communities, including, Expertness, Trustworthiness, Objectivity, Homophily, positively impacted customer trust, which has positively led to the restaurant selection intention in F&B. Some managerial implications were proposed to the managers in the F&B to improve customer trust and restaurant selection intention.

Keywords: Expertness, trustworthiness, objectivity, homophile, trust, restaurant selection intention, online food review communities, food, and average Service (F&B).

1. Introduction

The booming of restaurants and eateries in big cities and rural areas has drawn more people out (Tien et al., 2020). Those restaurants often target most middle-income consumers by selling ready-to-eat food at a fair price; therefore, diners will have more choices for their dining destinations on weekends or special occasions such as birthdays or year-end parties. Online communities evaluate food services according to many criteria, such as the creation of quality of food. Simultaneously, they also make it easier for consumers in the complex process of selecting a reliable dining place. In essence, the consumer often weighs the case between cases before making a decision. Furthermore, they also try to maximize their benefits (Bettman, 1979).

There are significant growing online communities on social media platforms (Khoa & Nguyen, 2020). Online communities are open groups with members who are not related or may not even have known each other before. Their participation in the community's primary goal is to create interests in individuals and groups (Ashrianto & Yustitia, 2020; Faraj et al., 2011). They have played a significant role in today's world (Pant et al., 2020). In COVID-19, many countries have approved social distance; hence, social media can be seen as the best tool to interact with others and do daily activities (Fattah & Sujono, 2020; Khoa, 2020b).

For the F&B industry, a consulting community on topics to eat and what delicious foods have existed since the early stages (Watson et al., 2008). Restaurants or F&B have made good use of the growth of social media, especially social networking services as Facebook, to reach out to young diners (Kaplan & Haenlein, 2009). Food and restaurant information has been available in all search engines and social networks such as Google, Facebook, Youtube, Instagram, which adds excellent assistance in consumers' decision-making process in restaurant selection (Shin et al., 2020). Besides the ordinary search engines and social networks, there has been a rapidly growing trend in creating specific online communities, forums, and websites that provide food and restaurant information, updates, and reviews. These food review communities have shifted the eating habit and food decision-making process of consumers when now, information from those communities plays an increasingly significant role in their restaurant choice (Tay, 2020).

Besides, the number of online food review communities is increasing rapidly and has become "a hot spot" for consumers when researching their meals. Keeping consumers' trust head to any online communities is one of the biggest concerns with founders or corporations. Therefore, this research focuses on factors affecting consumers' trust towards food review online communities in the restaurant selection process. Web 2.0 technology has made a significant change in communication when creating platforms for giving opinions, personal opinions on web platforms, online communities. Online reviews are slowly becoming a valuable resource for consumers as they make real-world shopping decisions. For service industries, consumer experience is essential; therefore, online reviews in industries like hotels and F&B are often more informative than others. This study evaluated the factors influencing consumers' trust in food reviews online in the restaurant selection process in F&B. Also, the researchers examine how consumers' choice of restaurant differs depending on online reviews in order to have a detailed understanding of the range of factors that influence whether prospective consumers trust a review or not.

2. Literature review

2.1. Customers' Restaurant Selection Intention

Consumer behavior occurs when individuals or groups purchase any products or

services to satisfy their needs and desires (Solomon et al., 2014). It is influenced by three main factors: personal factors, psychological factors, and social factors. In particular, online food review from the experienced consumer on the online community is one of the social factors shaping consumer intended purchase, even their behavior. The intention is to plan what they will do shortly or at a specified point in the future. (Khoa, 2020c). The intention to choose a restaurant is the customers' cognitive behavior components on choosing a specific restaurant for their meal. In the restaurant industry scenario, the consumer may experience an amount of time, either uncertain or quick, because of its intangibility and immediate consumption before giving their final decision.

2.2. Trust

Trust is a significant factor under conditions of uncertainty. As a new form of review activity, the online review community involves more uncertainty than a formal review. Trust is the willingness of the consumer to rely on the ability of the review (Chaudhuri & Holbrook, 2018). When businesses create consumer trust, consumers will always believe that they will care about the needs and have sympathy for them in transactions (Turban *et al.*, 2018).

Specifically, trust decreases the uncertainty in a condition in which consumers feel vulnerable because they know that they can have confidence in a credible online review community (Khoa, 2020a). Customers' trust in selecting a particular brand can measure the intention to purchase the customer (Laroche *et al.*, 2012). Zhang *et al.* (2010) highlighted that customers could evaluate many aspects of a dining place, including the quality of the food, the atmosphere of the venue, and the quality of service that the restaurant offers. Other system users will read these ratings, and these reviews will be the basis for building the reputation and popularity of the F&B. Coleman and Fararo (1992), who proposed the rational choice model, will often rely on a service that believes the expected benefits will outweigh the expected loss. The communities' member will intend to perform certain behaviors when he perceives the review as being positively evaluated and desired by the social environment – and vice versa

H1: The online review's trust positively impacts the customers' restaurant selection intention in the F&B.

2.3. Online review communities

Chatterjee (2001) stated that online reviews (online consumer reviews) are considered as the most popular and get-at-able form of electronic word-of-mouth (eWOM). An online review has two different roles (1) to deliver the information related to the product or service for the other customers, (2) to rate the quality of service after they experience the goods or service (Park *et al.*, 2007). Consumer-generated content becomes popular recently. Besides, online consumer reviews greatly influence products in the hospitality and tourism industries (Klein, 1998).

The eWOM process is a crucial solution or reliable source to the “problem” of a product’s intangibility, such as experience restaurant or travel services.

2.3.1. Expertness

Professionalism is determined through four factors: skills, competence, competence, and qualifications (Applbaun & Anatol, 1972). There will be convincing when the experts give the information, and it has a very positive and active effect on the degree of change in the recipient (Ohanian, 1990). In the present study, three criteria are used to evaluate the expertise of the assessments: reputation in the community, recipients, information.

The website is one of the most prominent representatives of the online food review community. Information can change users' imagination from reputable websites with moderation from main pages, from scientific forums. Many people know the website, and the information is more reliable and accurate when the user uses it (C. Park & Lee, 2009).

Since service providers and performance quality require users to perform and enjoy, users search for information about the service they want through comments, reviews from people who have experienced the product, and experts' recommendations. There are differences (image quality and detailed description of the product) that reviewers give that are informative for the user and see feedback from old customers to evaluate its good. Limitations when a customer wants to know more about the restaurant whether there is the requested answer they want, then comment on the culinary community from a former customer eating the same meal. a more helpful and convincing restaurant

The reader’s evaluation of the degree of experience from an online review community considers the comprehensiveness of the information, including two indicators: contribution and duration. Contribution refers to the number of online community reviews and quantitative responses that reviewers contribute and comment on e-commerce sites. That factor system is found in the professional community through client's opinions. If the customer feels that the reviewers have an owner, it will see that the recipients are targeted to the interest they want. According to the theory of Giffin (1967) and was developed by Botan and Frey (1983), trust has three dimensions: character, expertness, and dynamism. Besides, Botan and Taylor (2005) also proved that a higher level of expertness would enhance trust. Based on these findings, hypothesis H2 was proposed:

H2: The Expertness of online review positively impacts the consumer trust towards the online community

2.3.2. Trustworthiness

Many pieces of research discussed on source’s trustworthiness. In general, trust is conceptualized as the source of cognitive center or motivation to provide accurate and factual information. (Xie *et al.*, 2011). Tormala and Clarkson (2007) mentioned

that the higher the expertness and trustworthiness of a message source is perceived, the more significant persuasive impact the message will create. Source's trustworthiness also affects the information processing and attitude of the receiver toward the message. Untrustworthy sources generate tremendous processing effort and consideration from message receivers than trustworthy sources (Tormala & Clarkson, 2008).

Yoo and Gretzel (2009) argue that there is a link between the structure of the assessed content and the reliability in terms of length, journal complexity, and variety in wording, document reference. Provide and define that user-written reviews are more authentic and accurate than those provided by marketers. They also stated the importance of verifying the reviews' trustworthiness, of detecting deceptive reviews to consumers. In the field of Internet shopping, Turban *et al.* (2018) confirmed the strong positive effect of messages' perceived honesty and trustworthiness on consumer trust toward Internet shopping. They suggested that Internet merchants should increase the integrity and honesty in their messages to gain consumers' trust. Besides, Kim *et al.* (2008) proved that high consumer's perceived information quality (i.e., truthful, accurate information) increases consumer's trust. Based on those previous researches, the study proposed the hypothesis:

H3: The trustworthiness of online review positively impacts the consumer trust towards the online community

2.3.3. Objectivity

The definition of objectivity is the degree to which the message contains neutral facts or information that are not affected by personal emotions or other biases (Pattanaphanchai *et al.*, 2013). It seems that subjective perspectives and viewpoints will always exist in consumers' evaluations or reviews on a product's quality (Kozinets, 2016). For example, in the restaurant selection process, some customers value the taste and quality of the food, while others put the environment-related factors on top priority. Customers need to check and thoroughly understand product attributes based on their criteria and needs, many customers have common standards to comment on, and others do not care. The objectivity of judging service performance is also affected by personal emotions (Wu, 2013).

Because of the possibilities of other biases involved, it is not easy to know whether the consumer's judgment and reviews reflected the actual quality of a product or service (Sambrook, 2012). In terms of consumer-generated media, the research of Wu (2013) mentioned that the objectivity of the content could affect people's trust in the information source, and the higher the objectivity of electronic word-of-mouth is, the fewer risks consumers will perceive. Therefore, a hypothesis is formulated:

H4: The objectivity of online review positively impacts the consumer trust

towards the online community

2.3.4. Homophily

The social networks can create a group of people who share the same characteristic or interest, e.g., the food or restaurant selection discussion group. The member of a social group like to share the information related to the group's established purpose as where is the best restaurant in a city or a famous place. Homophily describes the similarity of the members in an online group, who share the same interest and belief about the issue (McPherson, Smith-Lovin, & Cook, 2001). Homophily can strongly influence the value of a user of a social network or an online community by believing in the values of the reference group that person is attending. Many researchers rely on homophily to predict a community member's real-life behavior through how they interact online, through shared personal interests, or positioning (De Salve *et al.*, 2018).

More and more users provide personal information to social networking sites, increasing the ability to connect individuals with similar characteristics and interests. Through social theory, homophily becomes more straightforward and more evident because the statistics are done automatically using statistical software and tools (Tang *et al.*, 2013). In many different aspects and fields, trust is often perceived differently, but in general, trust is a product of the experience of individual views, knowledge, vibes to create values that are always true and sustainable for each individual. In other words, belief is always authentic and sustainable values in each individual's perception. Trust is formed when and only when psychological phenomena are repeated many times; experienced by subjects in different circumstances; subjects analyzed, compared, evaluated, and formed the correct conceptions about the objective world (Phua *et al.*, 2017). Therefore, the idea of trust leads one to believe in a strong relationship between homophily and trust.

H5: The Homophily of online review positively impacts the consumer trust towards the online community

3. Research method

3.1. Qualitative research

An in-depth interview was conducted to discuss how the four factors, including expertise, trustworthiness, objectivity, and homophily, influence interviewees' trust toward online food review communities and their decision-making in restaurant selection. The discussion gained more information about customers' attitudes toward online food review communities. The research interviewed four participants who have been members of online review communities, including university students and officers with ages ranging from 18 - 25, based on a prepared discussion guide (Silverman, 2016). The interview took place in university and Innoteq Company, a Technology Company, one interviewee at a time, and each

conversation lasts for approximately thirty minutes.

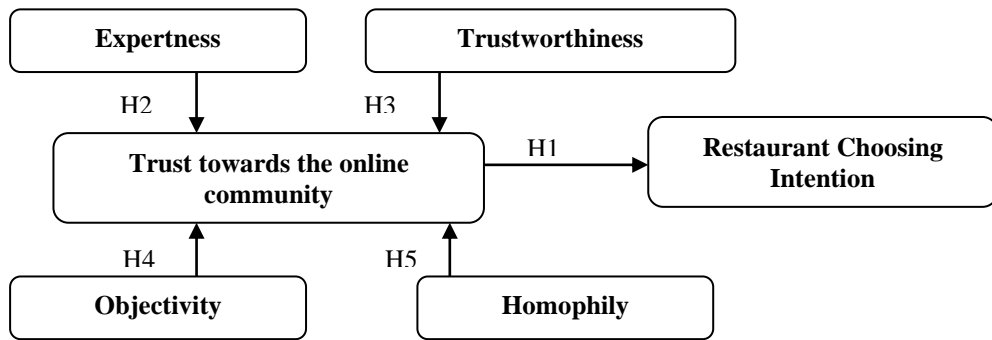


Fig. 1: The conceptual model

In the expertness section, most participants stated that reviewers’ expertness has a particular effect on their restaurant choice decision, while one finds it hard to evaluate that attribute of a reviewer. Trustworthiness has the most contradictory responses. Only two over four respondents believed in the honesty of a food review post, and when a review forum is known to provide commercial reviews, two respondents will leave the forum while the others will not. When asked about objectivity, three over four participants considered food reviews as relatively objective. Besides, three-fourths of respondents rarely or never make a post on review forums or any interaction with the reviewers. In general, trust in review communities can more or less affect decision-making in restaurant selection, as agreed by all respondents.

According to the processed results, each variable has a particular influence on trust toward online food reviews and contributed to the changes in customer behavior in restaurant selection. Hence, the variables are suitable and qualified for further research. These results help gain a more profound understanding of people’s experience in participating in online food review forums. The study continued to develop the research model and survey questions for quantitative research.

Quantitative research

As this study focuses on consumers’ trust towards the food review online community in the F&B selection, the sample of this study was those who have already experienced using online review communities for selection a restaurant in F&B. As a result, the questionnaire method is qualified for this purpose.

Table 1: The statistic demographic of respondent

		n	%
Gender	Female	456	51.12
	Male	436	48.88
Age	<18	122	13.68
	18-25	420	47.09

		n	%
	26-35	350	39.23
Occupation	Student	325	36.43
	Officer	302	33.86
	Freelancer	265	29.71

Through the purposive sampling method, 892 respondents included university students, office staff, ranging in age under 35, who have used the online review communities in the restaurant selection process, were selected for the study. The information of respondents was presented in Table 1. The measurement scales in Table 2 were measured with a seven-point Likert-scale developed from previous research and validated (1 = total disagree, 7 = total agree). The SmartPLS Software processed the collected data with the measurement model assessment and PLS-SEM assessment.

4. Results

In the first step, the research assessed the measurement model. Secondly, the study evaluated the structural model (Hair *et al.*, 2017; Khoa *et al.*, 2020a).

4.1. Measurement Model Assessment

The reliability and validity of measurement scales will be assessed. The reliability of the scale was based on the Cronbach’s alpha test, in which the threshold of Cronbach’s alpha (CA) is equal to or greater than 0.7 (Nunnally & Bernstein, 1994). The validity of the measurement scale includes convergent validity and discriminant validity. In which, convergent validity is evaluated through the Composite Reliability - CR (threshold of CR \geq 0.7), Average Variance Extracted - AVE (threshold of AVE \geq 0.5), and outer loading – OL (threshold of OL \geq 0.708); discriminant validity is assessed through Heterotrait – Monotrait Ratio – HTMT (threshold of HTMT $<$ 0.85) (Hair *et al.*, 2017). The result to assess the scale reliability and convergent validity was shown in Table 3.

Table 2: The measurement scale

Construct	Item	Source
Expertness (EX)	Popular online food review sites bring out helpful information.	Applbaum and Anatol (1972)
	The more posts the reviewer has, the more experience they have in evaluating restaurants.	
	The longer the reviewer works on the forum, the more experience they have in evaluating restaurants.	

Construct	Item	Source
	The reviews that many users find helpful are relied upon.	
Trustworthiness (TW)	The service quality of a restaurant is accurately reflected when many people give similar reviews	Yoo and Gretzel (2009)
	The reviewer will write the truth about their experience.	
	The length of the review reflects the enthusiasm of the writer.	
	Using pronouns like “I” or “We” in the review reflects authentic experience.	
Objectivity (OB)	The reviewer’s personal feelings will affect their assessment of the service quality of a restaurant.	Wu (2013)
	The reviewer’s personal preferences and expectations will affect their assessment of the service quality of a restaurant.	
	The reviews from ordinary members are more objective and reliable than the reviews written by the forum admin.	
Homophily (HO)	The reviews written by people of the same age are attractive	McPherson <i>et al.</i> (2001)
	The reviews written about favorite foods are attractive when searching for information about a restaurant.	
	The reviews written about favorite foods are attractive while surfing social media.	
Trust (TR)	Reviews provide accurate information about the service quality of a restaurant.	Wang and Emurian (2005)
	Restaurants must provide the same service quality as the reviews say.	
	Reviews are reliable enough.	
Restaurant Selection Intention (CI)	Reviews about an F&B affect consumers’ perception.	Vermeulen and Seegers (2009)
	The goodness of reviews about an F&B affects consumers’ willingness to choose.	
	The positiveness of reviews about a restaurant affects consumers’ willingness to choose.	

Table 3: The scale reliability and convergent validity

	CA	CR	AVE	Outer loading
CI	0.869	0.920	0.793	[0.884 - 0.900]
EX	0.830	0.887	0.662	[0.783 - 0.842]
HO	0.916	0.947	0.856	[0.918 - 0.934]
OB	0.824	0.895	0.740	[0.818 - 0.905]
TR	0.875	0.923	0.800	[0.871 - 0.921]

	CA	CR	AVE	Outer loading
TW	0.870	0.911	0.719	[0.842 - 0.854]

As a result, in Table 3, the CA value’s minimum is 0.869, which was greater than 0.7. Hence, all scales were reliable. Furthermore, the CA value of all measurement scales was more extensive than 0.7 (minCAEX = 0.887); the AVE was from 0.662, higher than 0.5; and the Outer loading of all items was more incredible 0.708, minimum of outer loading was 0.783. Hence, the measurement scales got reliability and convergent validity.

Heterotrait – Monotrait Ratio is used to assess discriminant validity. Based on the result in Table 4, all HTMT value is less than 0.85. Hence all scales have got the discriminant validity.

Table 4: The scales discriminant validity

	CI	EX	HO	OB	TR
EX	0.565				
HO	0.451	0.469			
OB	0.583	0.609	0.423		
TR	0.583	0.484	0.487	0.448	
TW	0.371	0.477	0.509	0.393	0.496

Table 5 showed the goodness of fit in this study. The value of χ^2 was 1284.473. Moreover, the Normed Fit Index (NFI) value was 0.887, which was above 0.80. Besides, Standardized Root Mean Square Residual (SRMR) was 0.048, which was less than 0.08. Hence, there were residual covariances between the covariance matrix of the universe and the covariance matrix of the sample (Hu & Bentler, 1999).

Table 5: Model Fit Indices

	χ^2	NFI	SRMR
Criteria		$\geq .80$	$\leq .08$
	1284.473	0.887	0.042

4.2. Evaluation of Structural Model

This study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) algorithm to assess the structural model. PLS-SEM is more and more popular in the data analysis of many fields as marketing, business administration. Through the PLS-SEM, the study tested five hypotheses and conceptual models. PLS-SEM was verified through five steps, which has the bootstrap procedure with 5000 random subsamples.

The first step was the Collinearity assessment. The Variance inflation

factor (VIF) coefficient is an excellent criterion to evaluate the collinearity between the constructs in research. Many researchers pointed out that if the VIF coefficient is less than 3, there will be no collinearity. The VIF coefficient calculation in Table 6 showed no VIF coefficient over 2; therefore, the collinearity did not happen in the structural model.

Secondly, the Coefficient of Determination of the dependent variable constructs should be evaluated through R Square (R^2). R^2 coefficient, which is equal to or more than 50%, is acceptable. However, Hair *et al.* (2017) commented that R^2 could be seen as a good value from 20% in social science research. Consequently, in Table 6, two R^2 in this research could be accepted, i.e., $R^2_{CI} = 0.259$ and $R^2_{TR} = 0.313$.

Thirdly, Effect Size (f^2) is 0.02, 0.15, and 0.35, respectively, represent small, medium, and significant effects of the exogenous latent variable in PLS-SEM. Furthermore, the “Blindfolding” method was used in the SmartPLS 3.0 program to determine the Predictive Relevance (Q^2) between independent and dependent variables.

Table 6: VIF, R2, f2 and Q2 coefficient.

	VIF		R2	f2		Q2
	CI	TR		CI	TR	
CI			0.259			0.202
EX		1.518			0.025	
HO		1.401			0.048	
OB		1.412			0.022	
TR	1.000		0.313	0.35		0.247
TW		1.374			0.052	

If the Q^2 values of the dependent variables are more significant than 0, the predictive accuracy of the model for the dependent variables is correct. In Table 6, TR had a significant effect on the CI ($f^2_{TR \rightarrow CI} = 0.35$); EX, HO, OB, TW had a negligible effect on TR. According to Table 6, Q^2 values of dependent constructs, F&B selection intention, and trust, be more significant than 0 (particularly, 0.202 and 0.247) indicate endogenous latent variables reflect the path model’s predictive relevance for them.

Lastly, Hair *et al.* (2016) proposed that path coefficients need to check through t-value or significant value (sig. value). The path coefficient assessment is based on the significant value with the threshold under 0.001 or the confidence level of 99%. Regarding the result in Table 7, all the significant values were 0.000, less than 0.001. Hence, all hypotheses were accepted.

Table 7: Path coefficient

	Beta	Sig. value	Hypotheses	Result
TR -> CI	0.509	0.000	H1	Accepted
EX -> TR	0.161	0.000	H2	Accepted
TW -> TR	0.221	0.000	H3	Accepted
OB -> TR	0.147	0.000	H4	Accepted
HO -> TR	0.215	0.000	H5	Accepted

5. Discussion

In line with ReviewTrackers' (2018) findings, online reviews have a solid motivation to shape users' computers. Meanwhile, Zhang et al. (2010) have stated that the user's choice of initiation, the current research for the recipient, and online commentary significantly affect the restaurant's criteria. Business performance is a crucial factor in evaluating enterprises, especially in the period of Covid-19 taking place, there are no signs of ending. In addition to the business building itself through internal elements of the organization (Nguyen *et al.*, 2021), external communication factors as the review communities are equally important.

The information from a professional advisory site or credible review page can change the customers' trust (Nguyen & Khoa, 2019). The expertness in the review content is one of the most criterion, which will have the most substantial influence on the restaurant selection of customers. The quantitative results pointed that the review post's expertness is the third critical factor in the consumers' restaurant selection (beta = 0.161, sig. = 0.000). The previous studies concluded that suggested that there is a relationship between the structure of review content and trustworthiness, in terms of length, complexity, and diversity in the use of words, references provided and confirmed that reviews written by consumers are perceived as more credible than those provided by marketers (Kim *et al.*, 2008; Turban *et al.*, 2018; Yoo & Gretzel, 2009).

Customer trust in reviews has a huge impact and makes marketers hoping for the virtual version of this word-of-mouth marketing to be complicated. However, there is a slight problem when customers can quickly tell if sellers buy fake reviews and intentionally deceive customers; hence, some startups are directly affected by this problem. The trustworthiness is the most influencer on the consumers' trust toward the review page (Beta = 0.221, sig. value = 0.000). If the online reviews are accurate and true, it is the best source for restaurant selection. Therefore, trustworthiness is the critical antecedent, making the customers trust in the online review (De Salve *et al.*, 2018; Tang *et al.*, 2013).

Homophily was the third antecedent of consumer trust in the online restaurant review. This research indicated that homophily is the second

important factor, with the beta of 0.215 and sig. value = 0.000. The reviews from the F&B community written by people of the same age are why they easily trust customers. Moreover, most of the reviews written about favorite foods are attractive when searching for a restaurant's information. Especially when the social network sites are more and more popular, the reviews written about favorite foods are attractive while surfing social media (Phua *et al.*, 2017).

Furthermore, the Objectivity of online review is less important to consumers as they select a restaurant (Beta = 0.147, sig. value = 0.000). Following previous literature, the objectivity of judging the performance of service is also affected by personal emotions (Wu, 2013). These results indicate that objectivity is not a factor affecting prospective consumers' trust or personal perception towards restaurants (Al-Arifi, 2019; Huy Tuu *et al.*, 2011).

Customer trust is proved as an important antecedent of building consumer behavior, i.e., the customers' restaurant selection intention (Coleman & Fararo, 1992; Fishbein, 1975; Khoa & Khanh, 2020), and it is impacted by consumers' overall opinions regarding expertness, the trustworthiness of reviews, and homophily in online communities (Huy Tuu *et al.*, 2011; Khoa *et al.*, 2020b; Ohanian, 1990). Trust is reported as significantly influence consumer behavior, with a noticeable beta were 0.509, and sig. value = 0.000.

6. Conclusion

6.1. The theoretical contributions

Firstly, the prior studies pointed out three characteristics of source credibility of electronic word of mouth communications, including expertise, trustworthiness, and homophily (Hussain *et al.*, 2017; Ismagilova *et al.*, 2020; Saleem & Ellahi, 2017). These factors refer to a consumer's belief that there are the same circumstances, pronouns, truthfulness, content length, emotion, unusual events, age, gender, preferences, and way of receiving information. This research added and proved that the Objectivity of reviews is the other characteristic of online reviews related to the restaurant selection of customers. In the current era of 4.0 technology, the decision to buy household goods, book a hotel room or find a restaurant will be affected by the trend of reviewing product or service quality reviews. The objectivity of review content is more reliable than the commercial advertising, which the restaurant sponsors.

Secondly, this study reaffirmed the relationship between eWOM, trust, and behavioral intention of the customer in F&B. Restaurant consumers are increasingly using and relying on online reviews to make their choices. Also, factors that influenced consumers' restaurant selection have been

significantly studied by many researchers. Previous studies have examined the different attributes that influenced consumer trust, such as expertness, the trustworthiness of reviews, the objectivity of reviews, homophily of reviews. This study aims to examine the essential attributes of consumer trust in restaurant selection by consumers. The conjoint analysis results report the importance of each attribute score and the impact of each attribute on consumer trust and intentional behavior.

6.2. The managerial implication

Positive reviews can help the restaurants attract customers. If restaurants focus on the satisfaction of their existing customers and create lasting relationships with them, restaurants can turn them into loyal customers, who help restaurants get more positive reviews from these customers. Consumers pay much attention and strongly believe in online opinions in the forum, social networking sites, or applications. Four characteristics of review sites impact the trust of the customer. The restaurants should have effective strategies to improve the trust in online restaurant reviews. The business should update the information in the review sites to devise metrics that can determine argument quality and create filters. It is essential to ensure the expertness of reviews since consumers generally face an overwhelming number of reviews for any restaurant. Positive customer reviews are invaluable in improving the reliability of your website. However, most customers are not habitually leaving any reviews after purchasing a product or service. Maybe they are dissatisfied with the restaurant service, which does not offer them anything special motivating them to write reviews about it. The business can create more promotional campaigns or give reviews free, which helps increase the credibility of restaurants and encourages customers to enjoy leaving reviews positively; for example, giving a gift voucher to customers who leave a review after 24 hours of purchase.

The widespread and popular growth of social media channels such as Facebook, LinkedIn, Twitter, Pinterest, and several others has created ideal forums for finding and connecting customers. Social media can be a valuable source and drive reviews from customers. Online customers often leave feedback about restaurant services on these channels instead of writing reviews on the website or forum. Therefore, the effective use of media will help you to increase restaurants' conversion rates better.

The restaurant business organizes content creation competitions (clips, comments, review images) on the quality of the restaurant. Contests related to images or social media channels attract a lot of user engagement. With this campaign, businesses need to set up the competition rules in a specific way and at the same time announce the awards transparently and clearly. This is one of the most effective ways to increase the brand's reputation and sales in

a short time.

6.3. Limitation and Further research

Although attempts to employ methods and documents to deliver analyses associated with the F&B industry context; however, there are still several restrictions in the documentation. First, no research distinguishes restaurant types in user surveys or reviews on review sites. Therefore, restaurants used in the study include both full-service restaurants and fast-food restaurants. For fast-food restaurants, consumers are young people, who are essential to speed and price when evaluating, while diners of full-service restaurants are interested in space, service staff attitude, restaurant atmosphere. Another critical factor is the consensus with previous reviews, which is also the factor affecting customer satisfaction that was not exploited in the study. These situations play an important role in validating the reviews and increasing the credibility of the post. Further research may extend the research model with the topic prefixes; please can enhance the review site's reputation or the level of customer consensus towards the review. Besides, researchers can analyze restaurant types to create a more transparent and more specific customer review content.

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