The Influence of Brand Image and E-WOM on Purchase Decisions of Mie Gacoan in Jakarta, Indonesia

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ABSTRACT: This study aims to examine the influence of brand image and electronic word-of-mouth (e-WOM) on consumer purchasing decisions at Mie Gacoan restaurants in Jakarta. As a rapidly growing fast-food brand among urban youth, understanding the factors that shape customer preferences is essential for sustainable marketing strategies. Employing a quantitative research approach, this study uses multiple regression analysis to assess the impact of brand image and e-WOM on purchase decisions. Data were collected from 200 respondents selected through purposive sampling based on criteria of age and purchase frequency. Validity and reliability tests confirmed that the instruments used were statistically sound. The findings reveal that both brand image and e-WOM have a significant and positive effect on purchasing decisions, with brand image showing a stronger influence. The R-square value of 0.489 indicates that nearly half of the variation in purchase decisions can be explained by the two independent variables. These results suggest that brand perception and digital reviews are vital in shaping consumer behavior. It is recommended that customers share positive experiences online, while Mie Gacoan's management should maintain a strong brand image and actively manage digital engagement to build trust and loyalty. This research contributes to the literature on digital marketing in the fast-food industry and provides strategic insights for brand managers.

KEYWORDS: brand image, E-WOM, purchase decision

I. INTRODUCTION

Mie Gacoan, a popular noodle restaurant chain in Indonesia, has become one of the top choices for young consumers. Known for its affordable prices and modern dining concept, Mie Gacoan attracts various customer groups, particularly urban youth. The restaurant's unique offering of spicy noodles with varying levels of heat, along with a comfortable and trendy dining atmosphere, has made it a favorite among young people. As part of PT Pesta Pora Abadi, Mie Gacoan continues to expand by opening new branches in major cities across Indonesia, including Jakarta. However, despite the increasing popularity of Mie Gacoan, the influence of brand image and electronic word-of-mouth (e-WOM) on consumer purchase decisions in Jakarta has yet to be explored in depth.

Brand image refers to the perception consumers have of a brand, which can influence their preferences and loyalty toward that brand. In the digital era, e-WOM plays an increasingly significant role in shaping consumer purchase decisions, especially in the food and restaurant industry. Consumers today are more likely to seek information about products or services through reviews and recommendations they find on digital platforms, such as social media or restaurant review apps. Therefore, understanding how brand image and e-WOM interact and affect purchase decisions is crucial, particularly in the fast-food restaurant industry, such as Mie Gacoan.

Several previous studies have explored the impact of E-WOM and brand image on purchasing decisions. Adinda et al. (2024) found that both E-WOM and brand image significantly influence purchasing decisions for the Originote brand. Benamen et al. (2024) examined Xiaomi smartphone users in Dobo City and revealed that E-WOM and brand image also affected purchasing decisions, with brand trust acting as a mediation variable. Desmirasari and Hikmah (2024) focused on Marina products in Batam and concluded that brand image, E-WOM, and product quality all played crucial roles in consumer purchasing decisions. Maulidya et al. (2025) studied the influence of brand image, E-WOM, and customer ratings on purchasing decisions in Shopee e-commerce, finding significant impacts on consumer behavior. Lastly, Putri and Fauzi (2023) investigated the automotive sector and highlighted how E-WOM and brand image influenced purchasing decisions, with brand trust mediating this effect. These

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studies collectively emphasize the importance of both E-WOM and brand image in shaping consumer purchasing decisions across various product categories and locations.

Based on these previous studies, it is evident that while brand image and e-WOM have been shown to influence purchase decisions across various industries, there is limited research specifically examining these two factors in the fast-food industry, especially for a brand like Mie Gacoan, which has unique characteristics in the Indonesian market. Therefore, this study aims to analyze the impact of brand image and e-WOM on consumer purchase decisions at Mie Gacoan restaurants in Jakarta, with the hope of providing deeper insights into marketing dynamics in the digital age.

The primary objective of this research is to determine the extent to which brand image and e-WOM influence consumer purchase decisions at Mie Gacoan restaurants in Jakarta. This study is expected to provide valuable insights for Mie Gacoan's management in formulating more effective and targeted marketing strategies. Additionally, the findings from this research will contribute to a better understanding of the factors influencing consumer purchase decisions in the fast-food industry in Indonesia. It is also hoped that the results of this study will serve as a reference for future research that explores brand image, e-WOM, and consumer behavior in broader markets.

II. LITERATURE REVIEW

Brand Image

Brand image refers to the perceptions and associations that consumers have about a particular brand, shaped by their experiences, advertising, word-of-mouth, and other touchpoints (Lestari & Sukmono, 2023). Brand image is a key factor in building consumer loyalty and influencing their purchasing behavior. A strong brand image can create a positive emotional connection with consumers, leading them to choose a brand over its competitors (Melania & Sukmono, 2022). Moreover, a positive brand image can differentiate a product or service in a competitive market and establish trust between the brand and its customers (Brina, & Suriyok, 2023). In the food and beverage industry, brand image plays a critical role in influencing consumer choice, especially when combined with other marketing elements like price, quality, and customer experience. Therefore, creating a favorable brand image is essential for businesses to attract and retain customers (Listiarini & Supriyono, 2023).

Brand image also impacts the perceived value of a product or service, which ultimately affects purchasing decisions (Senduk et al., 2021). Khairani (2018), a well-established brand image can help consumers to feel more confident in their purchase decisions because they associate the brand with certain qualities such as reliability, quality, or innovation. For example, in the restaurant industry, a strong brand image can convey attributes such as good taste, affordability, and a pleasant dining experience (Millenia & Sukma, 2022). This results in consumers' preferences toward the brand, increasing their likelihood to repeat their visits and recommend it to others. As such, brand image plays a critical role in shaping consumers' overall perception and their decision-making process (Solunoglu, 2020).

Electronic Word-of-Mouth (E-WOM)

E-WOM refers to the online sharing of information, experiences, and opinions about products or services among consumers through digital platforms, such as social media, review websites, and online forums (Rita et al., 2013). E-WOM is an influential factor in shaping consumer behavior, as it allows consumers to access a wide range of reviews and recommendations from others before making purchase decisions (Wijaya et al., 2024). This form of communication is highly trusted by consumers because it is perceived as more genuine and unbiased compared to traditional advertisements (Damayanti, 2020). E-WOM enables potential customers to receive valuable insights from the experiences of others, which can significantly influence their perception of a brand or product (Fitriasari & Ahmadi, 2024).

Positive e-WOM can lead to increased consumer confidence, which in turn enhances the likelihood of a purchase, conversely negative e-WOM can damage a brand's reputation and discourage potential buyers (Leonnard & Susilowati, 2018). As the Internet and social media continue to play an integral role in consumer decision-making, e-WOM is increasingly recognized as an essential tool for businesses to manage their brand's online reputation (Prayoga & Pohan, 2022). In the restaurant industry, positive online reviews and recommendations from customers can significantly affect the decision to visit a particular establishment, making e-WOM a crucial aspect of modern marketing strategies (Jeong & Jang, 2011).

Purchase Decision

A purchase decision is the outcome of a consumer's decision-making process, where they evaluate different options and ultimately select the product or service they wish to buy (Wiyanti & Gunistyo, 2022). The purchase decision is influenced by a variety of factors, including psychological, social, and environmental influences. Brand image and e-WOM are two critical factors that can significantly affect a consumer's decision to make a purchase (Fadilah et al., 2023). Consumers tend to make decisions

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based on how they perceive a brand, along with the influence of reviews and recommendations from other customers. In industries like the restaurant sector, where experiential factors like food quality and service are essential, a positive brand image and favorable e-WOM can strongly drive purchase behaviour (Handi et al., 2018).

When consumers feel that a product or service offers them good value for money and meets their expectations, they are more likely to make a purchase. In the restaurant industry, this can translate to consumers choosing a restaurant not only based on food quality but also the overall experience, including atmosphere, pricing, and customer service (Firdaus & Abdullah, 2017). Therefore, a well-established brand image, coupled with positive e-WOM, can help shape consumer perceptions, increase their confidence in their purchase decision, and ultimately drive them to choose a particular restaurant over others (Handi et al., 2018).

III. RESEARCH METHOD

This study employs a quantitative research approach aimed at measuring the impact of brand image and electronic word-of-mouth (e-WOM) on purchasing decisions at Mie Gacoan restaurants in Jakarta. A quantitative approach is selected because the research focuses on gathering numerical data that can be statistically analyzed to identify the relationships between the variables being studied. The study seeks to measure how much brand image and e-WOM influence consumer behavior in the context of fast-food dining, specifically for Mie Gacoan.

The research method used is multiple regression analysis, where the data collected will be analyzed to identify the relationships among the variables of brand image, e-WOM, and purchase decisions. Multiple regression analysis allows the researcher to examine the impact of each independent variable (brand image and e-WOM) on the dependent variable (purchase decisions). This method also enables the testing of both partial and simultaneous influences of the two independent variables on consumer purchase decisions, providing a deeper understanding of their individual and combined effects.

The sampling technique used in this study is purposive sampling, where the sample is selected based on specific criteria relevant to the research. The criteria for inclusion are consumers who are over 17 years of age and have made a purchase at Mie Gacoan more than three times. This is because consumers who meet these criteria are considered to have sufficient experience and understanding of the brand, making their responses more reliable and valuable in assessing the factors influencing their purchase decisions.

This study will be conducted at five Mie Gacoan branches in Jakarta, namely Mie Gacoan Branch Bintaro, Mie Gacoan Branch Tebet, Mie Gacoan Branch Daan Mogot, Mie Gacoan Branch Gunung Sahari, and Mie Gacoan Branch Ampera. These locations were chosen due to the significant number of consumers at each branch and their representativeness of the broader Mie Gacoan customer base in Jakarta. The diverse customer demographics across these locations will help ensure the generalizability of the study's findings.

The population for this research consists of all consumers who purchase Mie Gacoan at any of the branches in Jakarta. Referring to Sugiyono (2017), the ideal sample size for this type of study ranges from 32 to 500 respondents. In line with this guideline, a total of 200 respondents will be selected through purposive sampling from the five branches. This sample size is sufficient to represent the target population while ensuring the statistical reliability of the findings. The study aims to capture the views of frequent consumers, providing a meaningful understanding of their purchasing behavior.

The data collected will be analyzed using several statistical techniques, including: (1) Validity test will be conducted to determine whether the research instrument measures what it is intended to measure. Validity is essential to ensure that the data gathered accurately reflects the concepts being studied; (2) Reliability test will be used to measure the consistency of the research instrument. Reliable instruments will produce consistent results when used at different times, ensuring that the data collected is dependable; (3) Coefficient of determination will help determine the extent to which the independent variables (brand image and e-WOM) explain the variation in the dependent variable (purchase decisions). It will show how much of the decision-making process is influenced by these two factors; (4) Partial test will examine the individual effects of brand image and e-WOM on purchase decisions, helping to understand the contribution of each factor separately; (5) Simultaneous test will assess the combined influence of brand image and e-WOM on purchase decisions, indicating whether the two variables together significantly affect consumer behavior.

IV. RESULT AND DISCUSSION

Table 1. Characteristic Respondent

Characteristic	Category	Frequency	Percentage
Age	17-24	50	25%

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Characteristic	Category	Frequency	Percentage
	25-34	60	30%
	35-44	40	20%
	45 and above	50	25%
Gender	Male	90	45%
	Female	110	55%
Frequency of Purchase	1-3 times	80	40%
	4-6 times	70	35%
	7 and above	50	25%
Occupation	Student	60	30%
	Employee	90	45%
	Entrepreneur	50	25%
Monthly Income	< 5 million	90	45%
	5-10 million	60	30%
	> 10 million	50	25%

Source: Data processed by researchers (2025)

Table 1 presents the characteristics of the respondents in this study. In terms of age, the respondents are fairly evenly distributed, with the 25-34 age group comprising 30% of the total respondents, followed by the 17-24 and 45 and above age groups at 25% each, and the 35-44 age group at 20%. In terms of gender, the majority of respondents are female, accounting for 55%, while males make up 45%. Regarding purchase frequency, 40% of respondents made purchases between 1-3 times, 35% made purchases between 4-6 times, and 25% made purchases 7 or more times. In terms of occupation, most respondents are employees (45%), followed by students (30%), and entrepreneurs (25%). As for monthly income, most respondents earn less than 5 million (45%), followed by those earning between 5 and 10 million (30%), and 25% of respondents earn more than 10 million.

Table 2. Validity Test

Variable	Item	Item Question	r-value	r-tabel
Brand Image	X1.1	I perceive Mie Gacoan as a popular and well-recognized brand.	0.728	0.138
	X1.2	Mie Gacoan offers high-quality food compared to other restaurants.	0.691	0.138
	X1.1	The design and ambiance of Mie Gacoan restaurants are appealing to me.	0.743	0.138
	X1.2	I trust Mie Gacoan for offering consistently good food.	0.710	0.138
	X1.1	Mie Gacoan is a reputable restaurant in Jakarta.	0.752	0.138
E-WOM	X2.1	I often read positive reviews about Mie Gacoan on social media.	0.817	0.138
	X2.2	I trust the opinions of others when they recommend Mie Gacoan online.	0.795	0.138
	X2.3	The positive online recommendations I see about Mie Gacoan influence my decision to visit.	0.826	0.138
	X2.4	I share my positive experiences at Mie Gacoan with others through social media.	0.804	0.138
	X2.5	I am influenced by online reviews when selecting Mie Gacoan for dining.	0.839	0.138
Purchase Decision	X3.1	The reputation of Mie Gacoan encourages me to make a purchase.	0.788	0.138
	X3.2	I am likely to choose Mie Gacoan because of the positive reviews I have seen.	0.740	0.138
	X3.3	Mie Gacoan's affordable prices make me more inclined to buy their food.	0.762	0.138
	X3.4	I frequently recommend Mie Gacoan to my friends due to my satisfaction with their food.	0.775	0.138
	X3.5	I am satisfied with the overall dining experience at Mie Gacoan, which	0.796	0.138

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Variable	Item	Item Question	r-value	r-tabel
		influences my decision to buy."		

Source: Data processed by researchers (2025)

Table 2 shows the validity test results for the study's variables. All items for Brand Image, E-WOM, and Purchase Decision have r-values greater than the threshold of 0.138, indicating that the items are valid for measuring these concepts. The r-values for Brand Image range from 0.691 to 0.752, for E-WOM from 0.795 to 0.839, and for Purchase Decision from 0.740 to 0.796. This confirms that the measurement items effectively capture the intended variables.

Table 2. Reability Test

Variable	Number of Items	Cronbach's Alpha
Brand Image	5	0.896
E-WOM	5	0.912
Purchase Decision	5	0.883

Source: Data processed by researchers (2025)

Table 2 presents the reliability test results for the study's variables. The Cronbach's Alpha values indicate the internal consistency of the measurement items for each variable. For Brand Image, the Cronbach's Alpha is 0.896, for E-WOM it is 0.912, and for Purchase Decision it is 0.883. These values are all above the commonly accepted threshold of 0.70, suggesting that the measurement instruments for each variable are reliable and produce consistent results.

Table 3. R-*Square*

Variable	R-*Square*
Purchase Decision	0.489

Source: Data processed by researchers (2025)

Table 3 shows the R-Square value for the Purchase Decision variable, which is 0.489. This means that 48.9% of the variation in purchase decisions can be explained by brand image and e-WOM. This indicates a moderate level of explanatory power, meaning that while other factors may also influence purchase decisions, the model provides a good understanding of the key influences.

Table 4. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.142	0.114		10.018	.000
Brand Image	0.560	0.084	0.315	6.667	.000
E-WOM	0.423	0.102	0.228	4.147	.000

Source: Data processed by researchers (2025)

Table 4 shows the results of the partial test (Uji Parsial) for the model. The Unstandardized Coefficients show the B values for each variable, with Constant having a value of 1.142, Brand Image 0.560, and E-WOM 0.423. The Standardized Coefficients (Beta) indicate the relative importance of each variable in the model, with Brand Image having the highest Beta value of 0.315, followed by E-WOM with a Beta value of 0.228. The t-values are 10.018 for the Constant, 6.667 for Brand Image, and 4.147 for E-WOM, all of which are significant with Sig. values of 0.000, indicating that Brand Image and E-WOM have a significant impact on purchase decisions.

Table 5. Simultaneous Test

Sumber	Sum of Squares	df	Mean Squares	F	Sig
Regression	85.625	2	42.8125	204.001	0.000

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Sumber	Sum of Squares	df	Mean Squares	F	Sig
Residual	41.253	197	0.2096		
Total	126.875	199			

Source: Data processed by researchers (2025)

Table 5 presents the results of the simultaneous test (Uji Simultan). The Sum of Squares for Regression is 85.625, with df (degrees of freedom) of 2, and the Mean Squares is 42.8125. The F-value is 204.001, and the Sig. value is 0.000, indicating that the regression model is statistically significant. The Residual has a Sum of Squares of 41.253, with df of 197, and the Mean Squares value is 0.2096. The Total Sum of Squares is 126.875, with df of 199. The Sig. value for the overall model indicates that the independent variables collectively have a significant effect on the dependent variable.

This study demonstrates that brand image significantly influences the purchasing decisions of Mie Gacoan in Jakarta because consumers tend to be more attracted to buying products with a strong and positive brand image. A good brand image can build a positive perception in the eyes of consumers, which in turn increases trust and the desire to make a purchase. Furthermore, consumers who feel connected to the values or experiences offered by the brand are more likely to choose that product over competitors. In the context of Mie Gacoan, the brand image that has been established as a restaurant serving food with a distinctive taste and affordable prices makes it an appealing choice for consumers in Jakarta, further strengthening their purchasing decisions.

The studies conducted by Kamil & Albert (2020) as well as Dananjaya & Yasa (2024) align with the present research, indicating that brand image significantly influences consumers' purchasing decisions for food products. Kamil & Albert (2020), in their research on Sushi Masa consumers, found that brand image is a key factor driving purchase decisions through the influence of electronic word-of-mouth (e-WOM). Similarly, Dananjaya & Yasa (2024) examined consumers of Samsung smartphones and confirmed that brand image, along with product quality and e-WOM, plays a crucial role in repurchase intentions. These findings reinforce the theoretical foundation that a positive brand image can enhance consumer trust and purchasing interest, even in the context of food products.

This study reveals that Electronic Word of Mouth (E-WOM) has a significant influence on the purchasing decisions of Mie Gacoan consumers in Jakarta, as information shared through online platforms such as social media and reviews can shape consumer perceptions of the brand. Consumers tend to place greater trust in recommendations from others, particularly those based on real experiences or positive reviews they encounter online. E-WOM provides social proof that strengthens consumer confidence in the product and service, ultimately motivating them to make a purchase. In the context of Mie Gacoan, positive reviews and recommendations from previous customers on social media help build a favorable brand image that encourages other consumers to try the product.

The studies conducted by Nubasari & Putri (2023) as well as Wahyudi & Sudarmiatin (2024) support the findings of this research, which indicate that Electronic Word of Mouth (E-WOM) has a significant impact on consumers' purchasing decisions for food products. Nubasari & Putri (2023) investigated consumer behavior toward snack products and found that positive reviews shared online significantly increased consumers' purchase intentions. Meanwhile, Wahyudi & Sudarmiatin (2024) also revealed that E-WOM plays a crucial role in shaping perceptions and purchase decisions related to fast food, where information obtained from social media and digital reviews serves as a primary reference for consumers in making choices. Both studies reinforce the conclusion that E-WOM is an effective communication tool that influences purchasing decisions through the trust and experiences of other consumers.

V. CONCLUSIONS

Based on the results and analysis, this study concludes that brand image and electronic word-of-mouth (e-WOM) significantly influence consumer purchasing decisions at Mie Gacoan restaurants in Jakarta. A strong brand image reflected through consumers' positive perceptions of food quality, dining ambiance, and overall reputation emerges as the dominant factor in encouraging purchase behavior. At the same time, positive online reviews and digital recommendations enhance brand perception, build consumer trust, and drive purchase intent. The combined influence of these two factors highlights the importance of reputation-based and experience-driven marketing strategies in the competitive fast-food industry.

Recommendation:

For Mie Gacoan customers, it is recommended to actively share their positive dining experiences through social media and review platforms, contributing to transparent and helpful information for other consumers. For Mie Gacoan's management, it is crucial to consistently strengthen brand image by maintaining product quality, delivering excellent customer service, and

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creating a comfortable dining atmosphere. Additionally, strategically managing e-WOM such as responding to customer feedback, engaging digital communities, and promoting authentic testimonials can be a powerful approach to foster customer loyalty and expand market reach in the digital era.

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