

# Communication of E-Wom, Food Quality, Price Fairness, Perceived Value, Consumer Satisfaction, toward Return Visits of Organic Food Restaurants

**Emrus Sihombing**

E-mail: emrus.fisip@uph.edu

**John Tampil Purba**

E-mail: john.purba@uph.edu

**Sidik Budiono**

E-mail: sidik.budiono@uph.edu

## Abstract

During the pandemic Covid\_19, the dynamic competition between restaurants is getting more challenging, and the dynamics of life in society. In order to survive, it is necessary to pay attention to food quality, price, perceived value, customer satisfaction, return visits, and the provision of EWOM, taking into account the things above to make a restaurant thrive. Those variables will be analyzed, and we want to know how far the restaurant performs its strategy. This study consumes more than six months, from the end of November 2021 until April 2022. In this study, eight hypotheses have tested, of which six were supported and met the criteria, and two were not supported and did not meet the criteria. From hundreds of questionnaires distributed, only 303 respondents could process them. The variables used in the research impact each other, which will be discussed in detail. From these findings, the authors also make recommendations on how to increase the profit of selling organic food restaurants in their outlets. Thus, it is hoped that with this research, the owner's thinking will be open about organic food that is healthy and reasonable from non-organic food in Indonesia.

**Keywords:** Communication E-WOM, Food Quality, Price Fairness, Perceived Value, Customer Satisfaction, Revisit Intention.

## Biographies

**Emrus**, publicly known as **Emrus Sihombing**, received his bachelor's degree from Institut Ilmu Sosial dan Ilmu Politik Jakarta in 1987. His Masteral Degree from Bogor Agricultural University in 1993, and his Doctoral Degree from Universitas Padjadjaran Bandung in 2009, all of them in Communication Studies. Recently served as an Associate Professor in Communication studies (he started from 1998 – until the present) in the Department of Communication, Faculty of Communication and Political Science Universitas Pelita Harapan Karawaci Tangerang and UPH Jakarta, Indonesia.

**John Tampil Purba** obtained a degree Doctor (S3) majoring in Management from De La Salle University Systems Manila, the Philippines, in 2002. He has several managerial experiences in the Service Industries group for more than 25 years. Dr. Purba also has several certifications in international Standards in management information systems and technology, among others: MCP, MCSA, MCSE, MCSSES, MCSAS, MCDL, and MCT from Microsoft Technologies, USA and CSE from Cisco System USA. He is also Professional Membership of the IEOM Society since last year. He currently serves as an Associate Professor at the Faculty of Economics and Business at Pelita Harapan University, Karawaci Banten, Indonesia.

**Sidik Budiono** currently serves as an Associate Professor in Economics at the Department of Management at the Faculty of Economics and Business Pelita Harapan University, Lippo Karawaci Tangerang Banten-Indonesia. Dr.

Budiono graduated Bachelor of Economics from the Department of Economics, Universitas Kristen Satya Wacana, Salatiga Central Java, Masteral and Doctoral degree in Economics from the Department of Economics at Faculty of Business and Economics Universitas Indonesia, Depok Indonesia. He is interested in national, regional development, and international economics research.