



ASSESSING THE EFFECT OF ELECTRONIC WORD OF MOUTH DIMENSIONS ON THE CONSUMER'S SELECTION OF RESTAURANTS AND CAFES IN JORDAN-A FIELD STUDY OF RESTAURANTS AND CAFÉS IN THE CITY OF IRBID

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ABSTRACT

The immense growth of online social networking sites has extended the potential effect of electronic word of mouth (eWOM) on consumer purchasing decisions. Today, numerous firms view electronic word of mouth as a powerful marketing force and chance because consumers increasingly read online reviews and post their opinions as part of the decision process when selecting a restaurant and cafe. Therefore, this research aims at investigating the effect of electronic word of mouth (eWOM) towards a consumer's selection of restaurants and cafe. This quantitative research begins by identifying the factors that may influence a consumer's selection of restaurants from the electronic word of mouth. There were four constructs that were designed as a part of the questionnaire: a restaurants website, positive and negative eWOM, community trustworthiness, and source credibility. The outcome of this research demonstrates that all four constructs play a role and can influence a consumer's selection of restaurants; trustworthiness has the most effect amongst the four. Because eWOM has had such a positive influence on restaurants selection, it is clear that it should remain an important marketing tool that companies and businesses should consider. Lastly, due to the findings of this study, practical suggestions for eWOM writers and readers are provided in order to better the overall eWOM communication strategy, as writers should be responsible for their social media site postings.

KEY WORDS: Electronic word-of-mouth, social networking sites, consumer behavior, consumer affection, product perception, purchase intention.

1. INTRODUCTION

For many years, traditional word of mouth (WOM) has been a highly effective marketing tool and has altered and impacted customer behavior. Although the average corporate advertising tools are effective as well, information given through personal interaction has been shown to be more influential in consumer decision making. There are multiple studies suggesting that personal interaction has much more impact than advertising; both on potential, actual or former customers (Almana, & Mirza, 2013; Fan, & Mia, 2012; Khammash, 2008). Through the advancement in technology and internet, online communication through review postings and social media sites has become more sophisticated. Consumers can now personally read consumer-related advice through their computers or mobile phones right at home. Because of this, eWOM is perhaps one of the most reliable and effective marketing tools in use today (Aslam et al., 2011, Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Specifically in restaurants, marketing managers are beginning to pay serious attention to online reviews or web positing. EWOM, without doubt, has significant impact on consumer decision making. Through previous research findings, eWOM has shown its influence on consumer behaviors as well, such as loyalty and purchasing decisions (Amal, & Abdulrahman, 2013, Henning, & Walsh, 2004, Gruen, Osmonbekov, & Czaplewski, 2006; Lin, Luam, & Yun Kuei Huang, 2005). Because of this, it's crucial to understand why consumers should pay attention to eWOM and even seek advice through a virtual world. EWOM communications forms are an exciting area of research. However, there is a lack of this particular research on restaurants in Jordan. There are limited publications in regards to the effect of online reviews and their influence on consumer decisions.

2. PROBLEM STATEMENT

Word-of-mouth has traditionally been shown to be an effective way of extracting useful information for purchase decisions (Weerawit, & Vinai, 2014). For example, in Jordan, electronic word of mouth is suggested as a solution for organizations starting restaurants and other businesses because it is inexpensive and highly effective. EWOM is able to perform multiple tasks: to transform

communication networks, to increase recipients' awareness, and to eventually lead to increased adoption or sales (Bruyn & Lilien, 2008). Finally, multiple studies have shown that consumers tend to lean towards and be more interested in products that are discussed online; whether through blogs, forums, or traditionally marketed sites (Pai & Chu, 2013). Although eWOM has shown its efficacy towards consumer opinion and behavior, it is still at a beginner's status, and more research needs to be done. Minimal research has examined the impact of eWoM specifically on the restaurants in Jordan. While there are studies conducted on the impact of eWOM in other industries, the impact of eWOM in the restaurants sectors is slim to none.

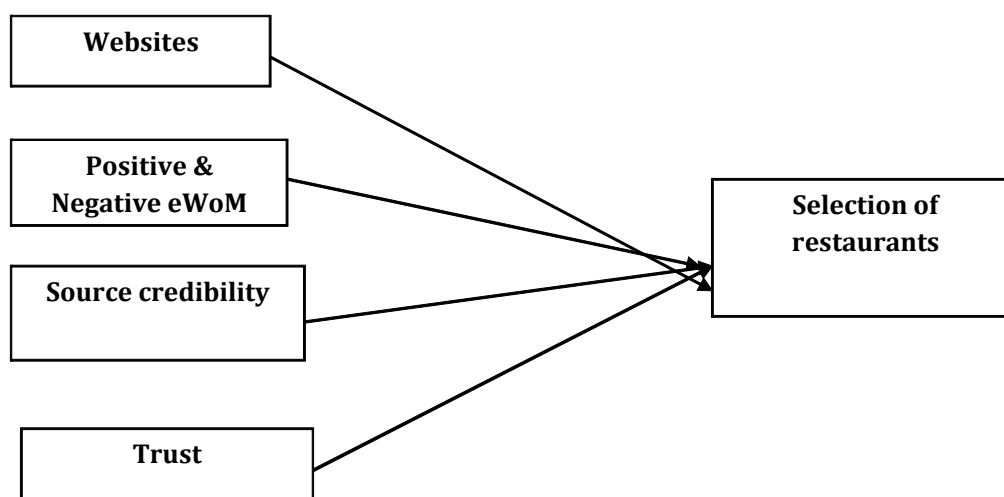
3. RESEARCH OBJECTIVES

Having discussed and identified the previous aspects and the gaps, the main objective of this research is to examine the influence of electronic word of mouth (eWOM) toward consumer's selection of restaurants. The major purpose is supported by the following.

1. To determine whether websites will affect the selection of the restaurants.
2. To investigate the influence of positive and negative eWoM toward their selection of restaurants
3. To investigate the relationship between source credibility and the selection of restaurants.
4. To determine the relationship between trust and the selection of restaurants.

4. STUDY FRAMEWORK

After studying previous studies on electronic word of mouth variables, four independent factors that are related to eWoM and affect restaurants selection were found. The independent variables are Websites, positive and negative eWoM, source credibility, and trust. By using the four factors as independent variables and selection of restaurants as the dependent variable, a conceptual framework was developed. Furthermore, Sekaran (2003) suggested that a framework is useful to make logical sense of the relationship between numerous variables that have been identified as vital to the issues and the direction of the research questions needed to be examined. Based on this statement,

Figure 1.1 illustrates the framework of this study.

5. HYPOTHESIS

Based on the literature review, the hypotheses of this research are:

1. There is a significant and positive relationship between websites and the selection of restaurants in Irbid.
2. There is a significant and positive relationship between positive and negative eWoM and the selection of restaurants in Irbid.
3. There is a significant and positive relationship between source credibility and the selection of restaurants in Irbid.
4. There is a significant and positive relationship between trust and the selection of restaurants in Irbid.

6. THE SIGNIFICANCE OF STUDY

Expectations from the outcomes of this study are as follows:

1. This study will provide relevant explanations about the influence of eWOM on the restaurant selection process, as well as restaurant marketing.
2. This study will provide contributions to the minimal literature and research on this specific sector of eWOM in regards to restaurant selections.
3. This study will also make a contribution towards research in regards to restaurants selection in Jordan.
4. This study will try to determine which variables (e.g. virtual communications, restaurant website attributes, trustworthiness) were most influential on the consumers selection of a restaurant.

5. This study will hopefully provide information for any restaurant operator hoping to promote and expand their business through marketing tools such as the internet and social media.

7. LITERATURE REVIEW

The purpose of reviewing related literature is to provide ample background information related to a specific study. Below are multiple studies that have been reviewed and studied word of mouth (WOM) and electronic word of mouth (eWOM).

7.1 Word of Mouth (WOM):-

Since this study is conducted to investigate the effect of eWOM on the restaurants selection, it is imperative that related literature on word of mouth (WOM) is discussed. However, the researcher tries to discuss the definition of word of mouth before the researcher proceeds with the literature review. However, Jalilvand, Esfahani, & Samiei (2011) noticed the phrase "word of mouth" as a process for consumers to share information and opinions about a product or service to others. This definition has been agreed upon by multiple researchers, (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Who viewed that word of mouth allows people to share news and opinions about different products, services, and brands. Furthermore, Noorsaliza, (2012), Mohammad, and Neda (2011) also define word-of-mouth as the consumers informal passing of their feedback on a tour agency and the products or services offered by it to other consumers. Positive word-of-mouth also occurs when consumers hold positive feedback towards products offered by a tour agency, for example, via the media. Negative word-of-mouth is what happens when customers hold negative feedback towards products offered via the media.

7.2. Electronic word of mouth – eWOM:-

Social networking has been widely known and played a vital role in making the Internet more famous than ever before. With the development of communication technology, consumers are currently more inclined to convey their thoughts, opinions, or comments through the social networking platforms. Furthermore, word of mouth has grown popular in the online-based social networks which are also known as electronic word of mouth (eWOM). Furthermore, Electronic word of mouth is defined as “any positive or negative statement made by potential, actual, or former customers about a product or service, which is obtainable to a huge amount of people through the Internet” (Hennig-et al, 2004).

It is also considered as the expansion of traditional interpersonal communication into the new generation of cyberspace (Sterfes, & Burgree, L, 2008). Likewise, Litvin et al., (2008), defined eWOM “as all informal communications directed at consumers through internet-based technology related to the usage or characteristics of particular goods and services, or their sellers”. However, this involves communication between producers and consumers or between consumers themselves – both integral parts of the WOM flow, and both definitely differentiated from communications through mass media. Moreover, electronic word-of-mouth (eWOM) points out to the exchange of customer’s knowledge delivered throughout online. It usually refers to interpersonal communication with a verbal exchange of positive and negative information about products and services.

This exchange might affect the whole value of the business which is directly related to customer loyalty ((Sterfes, & Burgree, L, 2008). Electronic word of mouth, known as eWOM has recently been viewed by many organizations as an influential marketing force and opportunity because consumers are increasingly posting and reading online consumer reviews as part of the purchase decision process.

7.2.1 Characteristics of electronic word of mouth:-

The internet allows organizations to do many things; get in touch with their consumers and audience at a low cost, allows individuals to create their own reactions, thoughts, and opinions, and those opinions are then readily available to the global community of internet users (Dellarocas, 2003). There are several characteristics of electronic word of mouth communication. First, the eWOM communication occurs between consumers, not between the consumers and the marketers, and this will make the

communication channels more believable. But, in the eWOM messages, the receiver may not fully trust the senders’ reliability and may need to understand it from its context. For instance, when the eWOM message is viewed on a website, the positive source credibility effect will be diminished (Prendergast et al., 2010). The second characteristic is that the eWOM conversation offers an easy and cost-effective opportunity to measure and trace WOM communications that used to be private conversations (Godes & Mayzlin, 2004). Third, eWOM communication allows consumers to track information geographically rather than in small groups of interested parties (Dellarocas, 2003). Several recent studies confirm that eWOM could be more powerful in communication than traditional WOM, due to its distinct characteristics and the impressive technological development of the Internet.

7.2.2 Types of electronic word of mouth:-

EWOM can be showed through various Internet channels such as: websites, personal emails, discussions, forums, boycott, chat rooms, YouTube etc and instant messages. However, the consumer review forum, a web-based consumer-opinion platform used by consumers to share their opinions, recommendations and complaints, is one of the most extensively used eWOM formats, thereby attracting the greatest research interest from both practitioners and academics. Each type of eWOM communication can be distinguished from personal and commercial eWOM based on these online information platform providers. Email messages between users who know each other personally resemble traditional WOM. In addition, email can be forwarded easily and shortly if compared to traditional WOM (Kozinets et al., 2010). Web based consumer opinion platforms are the most widely used eWOM formation (Chu, & Kim, 2011) that enables consumers to read the opinions and experiences of other consumers opinions rather than to write your own contributions. These web-based consumer opinion platforms present information on almost any area, relatively easy to use with less internet knowledge required.

7.2.3. Electronic word of mouth seeking behavior:-

Based on previous marketing and consumer researches, researchers were eager to investigate how eWOM may influence the consumption specifically. Therefore, the impact of eWOM on consumers is gradually receiving increased attention (Gruen (2006); Hennig-Thurau (2004)). eWOM is different from commercial advertisements because it is a non-commercial

communication created by consumers whereas it provides direct experiences affecting the consumers' purchasing decisions (Godes and Mayzlin, 2004; Park et al., 2007). However, eWOM is unlike WOM because suggestion messages usually come from anonymous individuals in a text-based format. Researchers Steffes and Burgee (2008) found that electronic word of mouth from one unknown person to another was evenly as important as seeking advice from an honest friend, if not preferred. Consumers collecting information about some product from online discussions show greater interest in this product than consumers collecting information from the marketer-generated sources (Bickart and Schindler, 2001). Furthermore, Goldsmith et al., (2010) stated that there are multiple reasons as to why consumers seek advice and opinion online. Those reasons are, "to reduce risk, obtain information easily, secure lower prices, and because online blogs and sites are visually motivating". Currently, consumers who find eWOM useful regard this as form of information more important and reliable compared to normal advertising; basically meaning that they are more influenced by eWOM communication than the run of the mill WOM communication/advertising.

7.2.4. Positive and negative impact of electronic word of mouth (eWOM):-

The effect of consumer electronic word-of-mouth on consumer behavior and company performance has been traditionally registered in consumer or marketing research (Fan et al., 2013). After the discovery of the internet, the scope of word-of-mouth communications has been drastically expanded (Fakharyan, 2012).

In the past, WOM communications had geographic limitations and were mainly used by local networks. (Ding, 2011). By contrast, consumers can now share opinions, thoughts, communications, products, and comments easily and freely with thousands of other consumers through the Internet. (Ratchford, Talukdar, & Lee, 2001; Aslam et al., 2011). As a result, the meshing of WOM among people has become more efficient than ever, and the market power of WOM is reaching an unparalleled scale (Fan, & Mia, 2012; Khammash, 2008). Furthermore, obtaining a positive eWOM outcome impact must be done through a series of things. The first is to increase professionalism and reliability of the message source. Professionalism emphasizes the experience and knowledge of the message provider; reliability perceives the message provider as honest, trustworthy, and sincere to enhance credibility in the minds of consumers. For instance in restaurants, consumers trust the opinions of regular customers and people have tried multiple food

items on the menu, and can therefore honestly and openly speak their mind and share their opinions. According to, Park and Lee (2009) explored that the impact of eWOM on purchasing decision is larger for negative eWOM than positive. Particularly, a negative eWOM impact emerges to be more important when eWOM communication is used for experience goods rather than for products which complete information can be obtained previous to purchase (Park & Lee, 2009). Goods can be exposed to greater damage from the eWOM due to negative eWOM information that increases consumers' uncertainty and fear initiated by poor cognitive knowledge.

7.2.5. Trust:-

Trust is necessary in exchanging relations because it is the key factor of social capital and it affects firm performance, satisfaction, competitive advantage and other economic outcomes like transaction costs and search cost reductions. In e-commerce context, most studies on trust concentrated on technological issues relating to privacy, security (Jalilvand et al., 2012) and other key aspects of trust (Heriyati & Siek, 2011; Zamil, 2011; Edward, 2009). Since there are already numerous researches done on trust, several definitions of trust have developed. In Jietal, (2009), it defined brand trust as an average consumer to depend on the ability of brand to perform its stated function. Lin (2008) defined trust as the willingness of one party to be vulnerable to the actions of others.

On the other hand, Latvian et al. (1008) recognized that consumer trust could have multiple referents: salesperson, product and the company and accordingly defined trust as a global belief on the part of the buyer that the salesperson, product and the company will deliver its obligations as understood by the buyer. In this research, we focus trust on the internet restaurants in social network sites. Logically, it should involve trust in the website (e.g. restaurant on facebook.com), website brand (e.g. restaurants) and the company itself. Therefore, in this study, the confidence of users online is defined as a subjective belief that the parties that sell entities will be able to meet its obligations as users understand their transactions. As discussed earlier, trust is important during the decision-making process. Also, trust is essential for meaningful interaction. it is also important to exchange information online, and believe that the restaurant will deliver the goods as promised. In order to implement the intention to buy, first and foremost, consumers are expected to trust the online restaurant in believing that they will deliver the promised action. In line with the arguments of Planned Behavior Theory, this study

considers trust as important behavioral attitude of intent to buy the social networking site. In the marketing viewpoint, the level of trust that consumers have is an important precondition for the intention to buy the form. The intention to buy is a critical determinant in the success of a business in order to tap new business arena in social networking sites. Therefore, this study explore if there is a direct relationship between trust and purchase intentions.

7.2.6. Source credibility:-

However, in regards to eWOM, it is impossible to distinguish negative and positive cues because the exchange is purely textual, via the internet. These cues, or attributes, may include, for example, the physical structure of the source or the reputation of the restaurant. According to Cheung et al., (2008) the following attributes on the information source have an impact on convincing ability of the message: credibility, attractiveness, physical structure, familiarity and power. Cheung et al., (2009) observed that if the communicator had many positive attributes, the message was also regarded more persuasive than if the communicator held mainly negative attributes. However, in regards to eWOM, distinguishing negative and positive cues are impossible because the exchange is purely textual, via the internet. These cues, or features, can include, for example, the physical appearance of the source or the reputation of the restaurant (Zhang & Watts, 2008). Finally; people are usually a bit skeptical of information given by a non-credible source (Ko et al., 2005). This observation from the offline world is also believed to be true in the online context even though the credentials of the reviewer are virtual (Lim et al., 2006). In fact, a study by Wathen and Burkell (2002) has indicated that receivers of online information also consider source credibility as an important factor.

8. RESEARCH METHODOLOGY

In order to evaluate the existing study on electronic word of mouth and its role in the selection of restaurants, this study used a systematic literature review manner. In this method, coherent and clear findings can be obtained in order to summarize existing variables which define e-WOM and how it affects choice of restaurants. Finally, this research will discuss the research design, data collection, research instrument, and data analysis. Specifically, it will address the target population, sampling technique, respondent profile, descriptive statistics, reliability, correlation of analysis, and multiple regressions.

8.1 Research Design:-

This research used a descriptive study to survey a representative sample of restaurants to determine which independent factors for example (Websites, positive and negative eWoM, source credibility, and trust) might influence the selection of restaurants. According to Zikmund, Babin, Carr and Griffin (2010) found that surveys as a quick, cheap, accurate, and efficient way to get information from a population. Survey allows researchers to gather a huge quantity of data from a sizeable population in an economical manner (Saunders, Lewis & Thornhill, 2009). Furthermore, this study used a quantitative research strategy as it emphasized on hypotheses evaluating or specific study questions which represent phenomena by assigning numbers in an ordered and meaningful method. Finally, in this research, quantitative data analysis is employed to quantify the data and conclude the evidence. The data contain large, representative samples of restaurants from selected restaurants in Irbid city, which were gathered through cross-sectional self-administered questionnaires via self-distribution and collection.

8.2. Data Collection Method:-

8.2.1. Primary Data:-

For this research, primary data were gathered through a survey questionnaire that was adopted from previous studies questionnaires such as (Wei, 2014, Park et al., 2011). Zikmund et al. (2010) defined survey as a research technique in which information is obtained from a targeted sample of population using questionnaires. The self-administered survey questionnaires were distributed to restaurants of selected top 30 restaurants in irbid city. The questionnaires were designed with closed-ended questions using 5-point Likert scale.

8.2.2. Sampling Size:-

The target population for this research is restaurants from selected top 30 restaurants in Irbid City. Furthermore, the survey was performed from August 1 to 20, 2016. A total of 500 questionnaires were gathered. The survey respondents were general consumers. A self-administered questionnaire was applied to get primary data from Participants by asking them to recall their most recent electronic word-of-mouth experience within the dining restaurant service/product purchase context. Self-administered Internet survey is cost and speed effective, but is insufficient to have follow-ups and get representative samples (Zikmund, 2003).

8.2.3. Research Instrument:-

The research method used in this study is a questionnaire using a 5-point Likert scale, from 1 (indicating fully disagree) to 5 (indicating fully agree). A total of 500 questions were contained in the questionnaire including demographic information (questions 1 to 5) and four other variables, such as restaurant's website, positive and negative eWOM, source credibility and community trustworthiness (questions 6 to 25).

8.2.4 Data analysis:-

To evaluate study objectives, a convenient sampling analytic process was used. Normality tests were performed first. Reliability analysis and validity tests were followed. To describe the measurement framework, confirmatory factor analysis was applied. Then, for the evaluation of the framework, Chi-square values and multiple fit indices were assessed. Hypothesized paths in the model were tested applying SPSS program with Maximum Likelihood (ML) Estimation. For the framework, overall fit, predictive power, and the significance of the paths were all regarded.

8.3. RESULT AND IMPLICATION

8.3.1. Participants:-

For the present research, different members of the Jordanian population including both male and female citizens were invited to answer the questionnaire. Invitees consist of consumers in Irbid City. The general public and professionals were also contacted through facebook and websites and asked to participate. However, we requested that only those with an online purchasing experience participate in taking the study. We were able to collect 500 valid responses to the study.

8.3.2. Respondent's Profile:-

The majority of respondents were females at 55% while male represented only 45% of the sample size. The ages of 70.3% of respondents were between 20 and 35. 25% of respondents were above 35 years of age, and 5% were

under 20. It is noteworthy that the majority of Participants, 85%, were living in Irbid, compared with only 15% living in other Arab cities. The respondents were classified according to four educational levels, Master's degree, bachelor's degree, below undergraduate degree, and PhD degree. However, the majority of respondents representing 65.7% of the total number of participants had undergraduate and master's degree where 50% had master's degree and 20% had bachelor's degree. The remaining respondents, representing 30% of the total participants, were divided into 15% below undergraduate degrees, while 15% were with PhD degrees. The percentage of respondents receiving a monthly income of less than or equal to Jordanian 400 was 45%. On the other hand, the percentage of respondents receiving salaries above 400 and up to 1000 is 40% of the total respondents, while those who receive salaries above 1000 are only 15% of the sample size. The percentage of participants using internet per week is 40%. About 45% used the Internet 15 hours or less a week, while 26% used it between 15 - 23 hours a week. As expected, and in accordance with the findings of Alballaa and Mirza (2013), a significant percentage of respondents, 75%, used to read the online reviews before making a decision of purchasing.

8.3.3. Descriptive statistics:-

Descriptive analysis indicates to the transformation of raw information into a form that makes them easier to understand and interpret (Hair et al., 2007). Furthermore, table 1 demonstrates that the descriptive statistics represent the means and the standard deviations for each factors were applied in the models as well as the initials used for the factors throughout this study. Among the independent variables of restaurant's website, positive and negative eWOM, source credibility has the highest mean score of 3.94 with the standard deviation of .613 whereas community trustworthiness demonstrated the lowest mean score of 3.36 with the standard deviation of 1.003. Finally, Table 2 shows the means and standard deviations of the study factors.

Table: 2. Means and standard deviations

Component	Mean	Std. Deviation
Websites	3.80	.760
Positive and Negative eWOM	3.36	1.003
Source credibility	3.94	.613
Trust	3.63	.857

8.3.4. Scale Reliabilities:-

The normal reliability coefficient for this study was applied to ensure that measures of variables are reliable. After analyzing the data, the average reliability coefficient (Cronbach's Alpha) for all variables of the survey

was explored to be 0.840, which exceeded the recommended level of 0.70. This indicates that the reliability of variables was acceptable for internal consistency. A one month period was allocated for gathering participants'

answers to help us in identifying the effects of online reviews on consumers' purchasing decisions of Jordanian

citizens. In this study, Table 3 demonstrated high internal consistency.

Table 3: Reliability Analysis

Variables	Number of items	Cronbach's Alpha
Websites	7	.840
Positive and Negative eWOM	6	.788
Source credibility	4	.711
Trust	5	.782

8.3.5. Correlation of Analysis:-

The coefficient findings from this evaluation have a range of possible value from -1 or 1. The number refers to the strength of the relationship while the sign (+ or -) refers to the direction (Kinnear & Gray, 2009). Positive

sign means there is a positive relationship between the independent and dependent variables while the negative sign is vice versa. Finally, as this research constructs is measured using interval data measurement, Pearson's correlation is a suitable analysis tool.

Table: 3 Pearson Correlations of Study Variables

	SR	W	P,andNeWOM	SC	T
SR	1				
W	.840(**)	1			
P,andNeWOM	.662(**)	.559 (**)	1		
SC	.813(**)	.646(**)	.613(**)	1	
T	.866(**)	.713(**)	.617(**)	.748(**)	1

** Correlation is significant at the 0.01 level (2-tailed)

Table: 3. Pearson Correlation for Independent Variables and Dependent variable

Note. SR: Selection of restaurants, W: Websites, P and N eWOM: Positive and Negative eWOM, SC: Source credibility, T: Trust.

8.3.6. Multiple Regressions:-

Multiple regressions is an analysis of the relationship in which the findings of two or more

independent factors on as single, interval scaled or ratio scaled dependent factor are evaluated simultaneously (Hair etal, 2007). Multiple regressions will be applied to prove the importance of each factor and to determine which of the independent factors has the strongest relationship with the dependent variable. Table 4, explains model summary

Table. 4. Results of Multiple Regressions between Websites, Positive and Negative eWOM, Source credibility, Trust and Selection of restaurants

Model	Unstandardized coefficient		Standardized coefficient		Sig.	Collinearity statistics Tolerance
	B	Std. error	Beta	t		
(Constant)	-.135	.089		-1.525	.128	
Websites	.364	.034	.293	10.786	.000	.393
P and N eWOM	.044	.021	.050	2.050	.041	.491
Source credibility	.290	.034	.271	8.440	.000	.281
Trust	.353	.028	.397	12.446	.000	.285

R = .917

Adjusted R Square = .841

R Square = .842

df = 4

F 724.771

Sig = 0.00.

Note. Dependent variable: Selection of restaurants.

Based on the Table 4, $R = 0.917$, which means that the four eWoM variables (IV) is strongly correlated with the Selection of restaurants (DV), after all the inter-correlations among the four independent factors are taken into account. For the evaluated regression model, R Square is 0.842. This means that 45.60% of the variance in Selection of restaurants can be explained by all four eWoM variables. The adjusted R Square for the conceptual model is 0.841, which is a measurement of how much the variability in eWoM intention is accounted by the independent variables. It decreases when the predictor improves the model by less than expected by chance.

9. CONCLUSION

In summary, the aims of determining the relevant eWoM variables that affect the Selection of restaurants in Irbid City are accomplished. The variables examined are Websites, positive and, negative eWoM, Source credibility, and trust. The findings demonstrated that Websites, positive and, negative eWoM, Source credibility, and trust have a positive and significant relationship with Selection of restaurants. This result is consistent with that demonstrated by previous studies (Wei, 2014; Blennsjo, 2014; Hodza, 2012). Lastly, the problem of this study has been solved. This research provides restaurants managers in the hospitality industry in Jordan with a better understanding on how eWoM works. Furthermore, this knowledge can be utilized to replace traditional marketing means and improve the industries marketing methods and enhance business performance. Finally, this study formed an extensive starting point for websites to develop the information offered alongside online consumer reviews and encourage consumers' to write high-quality contributions. The websites should take into account that people who read online consumer reviews do not, according to this research take source credentials in consideration when adopting an online consumer review. Therefore, this study should be researched further to determine how to use source credentials in increasing purchases.

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