JURNAL VALUE : Jurnal Manajemen dan Akuntansi

Journal homepage: https://e-journal.umc.ac.id/index.php/VL

ELECTRONIC WORD OF MOUTH BASED EXPECTATION CONFIRMATION THEORY IN BANARAN REVOLUTION PROGRAM

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Abstrak

Persebaran pandemi Covid-19 memincu pemerintah membatasi kegiatan masyarakat. Banyak pelaku usaha yang mengalami penurunan pendapatan, salah satunya ialah restoran. Bandaran 9 Resto meruapakan perusahaan yang bergerak di bidang resto yang ada di Jawa Tengah. Walaupun perkembangan teknologi sangat pesat, namun Bandaran 9 Resto masih mangalami kendala dalam hal pemasaran. Oleh karena itu,, upaya yang dapat dilakukan ialah program Banana Revolution dengan cara memaksimalkan pemasaran melalui internet. Tujuan dari penelitian ini yaitu meningkatkan penjualan Bandaran 9 Resto melalui konsep Electronic Word Of Mouth (e-WOM) dengan menggunakan Expectation Confirmation Theory (ECT). Penelitian ini menggunakan metode deskriptif kualitatif. Hasil penelitian ini yaitu pemasaran menggunakan konsep e-WOM dengan basis ECT sangat tepat digunakan Banaran 9 Restoran dalam mempromosikan restorannya..

Kata Kunci: *Pemasaran, Diferensiasi, Teori Konfirmasi Harapan*

Abstract

The spread of the Covid-19 pandemic has prompted the government to limit people's activities. Many business actors have experienced a decline in income, including restaurants. Bandaran 9 Resto is a company operating in the restaurant sector in Central Java. Even though the development of technology is very rapid, Airport 9 Resto is still experiencing problems in terms of marketing. Therefore, the effort that can be made is the Banana Revolution program by maximizing internet marketing. This study aims to increase the sales of Bandaran 9 Resto through the concept of Electronic Word Of Mouth (e-WOM) using Expectation Confirmation Theory (ECT). This research uses the qualitative descriptive method. The results of this study are that marketing using the e-WOM concept on an ECT basis is very appropriate for Banaran 9 Restaurants to promote their restaurant.
Keywords: *Marketing, Differentiation, Expectation Confirmation Theory*

INTRODUCTION

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through the creation and mutual exchange of products and values with others. The world of marketing is dynamic and covers a very wide area. Marketing is the process of planning and implementing thinking, pricing, promoting, and distributing ideas of goods and services to get exchanges that meet individual organizational goals. Marketing is a very important part of running a business. The role of marketing today is not only to deliver products or services to consumers but also how these products or services can provide satisfaction to customers by generating profits. In various business ventures that are developing today, whether they produce goods or services, the role of marketing is very important because it is one of the key factors determining business success (van

Heerde et al., 2021). According to Armstrong (2017), Marketing is a process by which companies build value for customers and create strong relationships with customers for the purpose of getting value from customers in return. The goal of all businesses is to provide value to their customers for profit (Morewedge et al., 2021).

From this definition, it can be concluded that marketing includes the company's efforts to gain customer confidence in choosing its products by identifying products needed by consumers, determining product prices, determining how to promote products to be sold, and where to sell these products. So marketing is an interconnected activity as a system to produce a profit for the company being run (Crittenden et al., 2019). Banaran 9 Resto has 10 branches located in rest area 456 (Salatiga), Solo, rest area 260 (Brebes), Bawen, Semarang, Gemawang, Magelang. Kampoeng Kopi Banaran was established in 2002, which was originally a small shop under the name Banaran Coffee Shop, marketing strategies using promotional strategies have developed into a very important communication system not only for producers of goods and services but also for consumers (Grewal, 2021) . The advantage of Kampoeng Kopi Banaran is that it has its own coffee plantation, and the coffee ingredients in Banaran Resto use coffee from its own garden. The company has a vision of "Becoming a highly competitive Agribusiness Company and growing with partners". The mission is to professionally produce and market rubber, tea, coffee, sugar, and drip products to domestic and international markets to generate profit growth and support environmental sustainability, develop business scope through business diversification, namely downstream products, agro-tourism, and other businesses, to support company performance, develop synergies with strategic business partners and the business environment community to realize mutual prosperity. The company also has a goal of growing a company that can generate profits for stakeholders and shareholders, to form good teamwork, establish positive mutually beneficial relationships with suppliers, continue to pay attention to environmental sustainability, provide benefits to consumers, and contribute to building community welfare based on corporate culture, namely corporate values. The goal can be achieved by further increasing the company's ability in a balanced manner by paying attention to the environment and stakeholders and shareholders (Weidner et al., 2021).

One of the branches of Kampoeng Kopi Banaran is Banaran 9 Resto which is located in Gemawang. The advantage of "Banaran 9 Resto" is that they already have a CHSE certificate. CHSE itself stands for Cleanliness, Health, Safety, and Environment Sustainability, which is a process of certifying tourism businesses, tourism destinations, and other tourism products to provide assurance to tourists on the implementation of cleanliness, health, safety, and environmental sustainability in each unit. Banaran 9 Resto received the CHSE (Cleanliness, Health, Safety, Environment Sustainability) certificate on August 15, 2021.

The issues that occur at Banaran 9 Resto are both micro and macro. The first macro issue is related to the law, namely the restrictions on community activities from the government due to the covid 19 pandemic that occurred. The occurrence of the covid 19 pandemic for the past 2 years has made opinions at Banaran 9 Resto decline dramatically from before the pandemic. Banaran 9 Resto conducts promos by providing discounts for those who make payments with debit cards. In addition, it offers a saving package for those who run quarantine. The second macro issue is related to technology. The rapid development of technology has left Banaran 9 Resto behind in terms of marketing. Banaran 9 Resto has not been able to maximize social media as their promotional tool as they do not have a Tiktok account which is now the largest social media platform in Indonesia where a good promotional strategy and keeping up with the times will have a major effect on the company's progress. The third macro issue is in terms of demographics, Banaran 9 Resto has 10 branches with different demographic locations so makes Banaran 9 Resto management have to present different products in each place according to the conditions in their environment. Banaran 9 Resto also serves different menus so customers must adjust the menu if they visit Banaran 9 Resto. The micro issue is the lack of promotion in the community because Banaran 9 Resto only uses a little social media and does not maximize its promotion through social media. The impact of the covid 19 pandemic made it difficult for Banaran 9 Resto to attract consumers so the income earned during the covid 19 pandemic decreased dramatically. The second micro issue is related to suppliers, namely the increase in raw materials such as vegetables, the fruits, from Banaran 9 Resto vendors which makes production costs increase. The third micro-issue is related to competitors. The competitors of Banaran 9 Resto have similar target customers as Banaran, which is a family transit place, such as Tjipto Coffee.

LITERATUR REVIEW
Segmenting, Targeting, and Positioning

According to Kotler and Armstrong (2020) Segmenting, Targeting, and Positioning, commonly abbreviated as STP, aims to make sellers more able to develop their products appropriately by adjusting, in terms of the targeted market, price, distribution channels, and advertising.

Segmenting

Market segmentation divides the market into well-defined segments. Market segments consist of groups of customers with similar needs and wants. The marketer's job is to identify the right number and type of market segments and define target segments. We use two broad sets of variables to segment the consumer market. Some researchers define segments by examining descriptive geographic, demographic, and psychological characteristics and asking whether these segments represent the needs or responses of different products (Kotler and Keller, 2016).

Targeting

According to Kotler and Armstrong (2016), the target is the group designated by the company to serve as customers as a result of segmentation and targeting. Companies can choose a market coverage strategy, one of which is Concentrated targeting strategy. The company focuses on offering various products in segments that seem to have the greatest potential.

Positioning

According to (Kotler and Keller, 2016), a brand can be positioned using associations such as product attributes, product benefits, usage occasions, users, activities, personalities, product classes, logos, and competitors. In other terms, positioning is an action or step taken by a company using the goal of placing value where certain segments of consumers appreciate and understand what the company is doing in relation to competitors. Thus, positioning is not about building a product using placing it in an exclusive segment, but positioning using placing the product in the minds of consumers in a particular segment through communication.

Competitive Strategy

Competitive strategy is a position where a company has a superior value not owned by other companies in the same industry, according to Kotler and Armstrong (2020). The competitive strategy is divided into three variations, namely cost leadership, differentiation, and focus.

Differentiation

According to (Kotler and Keller, 2016) competition strategies in companies that are market leaders, one of which is differentiation. Differentiation is a marketing strategy to increase sales by improving quality in terms of convenience or things that are difficult for other companies in the same industry to imitate. The differentiation strategy is a strategy that companies use without thinking about the price that will be issued because, usually the company will create a new product line with a marketing program that is different from other competitors whose goal is to be seen as a market leader rather than a competitor in the same industry. According to (Porter, 1998) differentiation strategy is a strategy by creating product or service offerings that are considered unique throughout the industry. The uniqueness can be seen in the design, brand image, technology, and service. Differentiation here can be interpreted as an industry that is not only famous for one thing, focuses on one thing but is famous for other things that are also very important in the industry.

Survival Strategy

According to (Kotler and Keller, 2016), this strategy aims to reduce the attacks that are likely to appear. Usually, the company will divert and reduce its intensity to less threatened areas. Companies can use six strategies for defense:

Position Defense

Position defense means maintaining a position in the market that consumers want. The positional defense strategy makes a product with a brand complex for competitors to penetrate because it follows what consumers want.

Wing defense

Wing defense is carried out in the event of a possible counterattack to support a relatively weak forward product.

Preemtive Defense

Preemptive defense is done by attacking first by creating a new product and then immediately marketing it. The goal is to signal competitors not to attack or struggle to find market share.

Counterattack defense

Defense is carried out frontally by hitting the competitor's wing or a move that can make the competitor retreat.

Mobile defense

Defense is carried out by expanding the market and diversifying the market.

Contraction defense

Defense is done by handing over a relatively low or weak market and switching resources to a higher or stronger market.

Electronic Word of Mouth

According to (Kotler & Armstrong, 2010), Electronic Word of Mouth (e-WOM) is a positive or negative statement made by potential customers, actual customers and former customers about a product or company via the internet. electronic word of mouth (e-WOM) is the web version of word-of-mouth advertising. Electronic word of mouth (e-WOM) is the right and easy choice for promotion because there are facilities such as websites, advertisements, mobile online applications, e-mail, web journals, social media, and other marketing events that are so attractive that consumers are interested in sharing them with others. e-WOM itself is defined as positive or negative statements made by potential consumers, consumers who have switched to other products, and consumers who are loyal to the products released by certain companies.

Expectation Confirmation Theory

According to (Kotler & Armstrong, 2010) states that the actual value received by customers (customer delivery value) is the total or sum of customer value (product value, service value, employee value and image value) plus the costs incurred by customers (monetary costs, time costs, labor costs and psychological costs). Customer value as a perception and customers about what they expect through products or services that are expected to fulfill their wishes or goals. The concept of customer value as mentioned above is so important in determining marketing strategies because currently consumers are faced with many choices in connection with the many products or services produced. In that regard, the customer satisfaction factor becomes an important element in providing or adding value to customers.

RESEARCH METHODS

This research uses research with descriptive qualitative methods. Descriptive qualitative research is a research method used to investigate the surrounding environment including social problems in society by creating a detailed picture that will be presented and will provide all information in a writing from all available sources (Creswell, 2018). This research was conducted by analyzing directly into the field to find out the problems that exist in the company and then linking it with the theory that has been considered to be implemented. This research focuses on analyzing marketing problems that can be overcome in the company, where the weaknesses of Banaran 9 Resto can become strengths that support marketing activities carried out. Data collection during the research was carried out through two data, primary data and secondary data collected and analyzed using descriptive qualitative data analysis methods. This research data was obtained from in-depth interviews with several managers and people in the company. Interviews are one of the most instrumental ways in qualitative research because the data collection method is done by planning to develop and ask several questions, then recording the answers during the interview (Creswell, 2018). Direct observation was also used in this study, the observation was conducted for four months located in Gemawang, Kec. Jambu, Semarang, Central Java, with the researcher's personal experience when conducting research. During the observation, the researcher will observe and record objects in the company directly to obtain data

and information about the desired data (Creswell, 2018). The data obtained is then documented by writing, recording, and recording according to what has been obtained, so that researchers can re-read the records (Creswell, 2018). This data can be secondary data in the form of company profiles, websites, books, internal data of Banaran 9 Resto, and others. The data that has been collected is then analyzed for weaknesses and strengths and then further analyzed for weaknesses in the company. These weaknesses are then linked to the marketing theory that is mastered as an evaluation of the company that can be implemented in the program being carried out.

RESULT AND DISCUSSION

Banaran 9 Resto is a company engaged in the restaurant sector located in the Gemawang area, Semarang Regency. Banaran 9 Resto has a segmentation for people who are traveling from Jogja-Semarang or vice versa. Kampoeng Kopi Banaran is a One Stop Tourism and Education Service with various excellent facilities, including restaurants, meeting rooms, resort hotels, spas, meeting rooms, of course various tourist rides that can pamper visitors. The ability and method of promotion in conveying information to consumers make this an important and influential thing in marketing success and the formation of a brand image for the company (Anabila, 2020). Sales during the covid 19 pandemic like this are unstable, some increases and decreases cannot and decreases that cannot be ascertained (Donthu and Gustafsson, 2020). Declining sales on normal days are also a problem plus the covid 19 pandemic has not ended and must be faced by Banaran 9 Resto. Targeting of Banaran 9 Resto is to point and target one of the middles to upper consumer groups, therefore Banaran 9 Resto carries out one of the differentiation strategies to survive as its market leader. Differentiation strategy at Banaran 9 Resto uses one of the focus strategies, namely the concentrated targeting strategy where the company uses a focus strategy by offering products to consumers with the same menus so that Banaran 9 Resto focuses on one differentiation strategy and does not add and delete existing menus. The pricing strategy set by Banaran 9 Resto is Price Lining (Price Lining) this pricing determines several different price levels in different product lines. The strategy in the distribution channel, namely the level 0 channel, which starts from the producer here, namely Banaran 9 Resto is a restaurant manufacturer, distribution has been implemented properly by Banaran 9 Resto. The marketing mix strategy for promotional aspects used by Banaran 9 Resto is advertising. Banaran 9 Resto's strategy in maintaining the company as a market leader is a defender or maintaining position.

Table 1. Research Analysis Results

Strength	Weakness
Good company image by having a lot of networking from Banaran 9	The price set by Banaran 9 Resto is higher than that of competitors
Human resources or workforce has the potential	Online promotional media is still weak
Overall customer service is better than other competitors	Menu variants are not yet developed
Banaran 9 Resto's cool physical appearance and natural nuances	The restaurant menu cannot be developed / added because it is bound by regulations by the center (BUMN)

Source: Result data *e-WOM*, 2022

In supporting the "Banaran Revolution" promotional strategy, researchers recommend e-WOM or electronic - Word of Mouth. According to (Chaffey et al, 2019), e-WOM is a marketing through social media that intersects with viral marketing which has a broader context. Word of Mouth Marketing Association (WOMMA), e-WOM provides a reason to talk about a product on offer and think of ways to create conversations between consumers, meaning that e-WOM is an art that companies do to build communication between consumers to consumers and consumers to marketers. The main requirement for e-WOM to work well in a company is that the company must create a good impression or positive value on the social media used (Lee et al., 2018). The things that are involved when e-WOM is carried out are the internet, employees, social media, so to support the creation of e-WOM, employees at

Banaran 9 Resto must be able to make the audience interested in discussing the content that has been created, employees must have the ability to come up with new ideas and always innovate to create successful e-WOM. e-WOM can overcome the problems that occur at Banaran 9 Resto by maximizing social media as an intermediary to provoke consumers to spread the company's name in the community. New customers who try the featured menu and feel the best experience about the taste then they will become loyal customers and will tell their experiences to others by word of mouth so that it will increase the number of new customers (Dost et al., 2019). Banaran 9 Resto can make packaging of superior menus that can be brought as travel supplies or souvenirs for customers who are just transiting on their journey. With a location in a rest area or as a transit point, not all customers will enjoy the menu products at the restaurant but to be able to capture customers who are just stopping by menu products in packaging that can be brought and enjoyed on the way or as souvenirs become an alternative choice that will be able to increase the number of customers. Restaurant-based companies are very suitable for promotion by creating something interesting on social media so that the audience is interested and spreads the information to others. The things that are involved when e-WOM is carried out are the internet, employees, social media, so to support the creation of e-WOM, employees at Banaran 9 Resto must be able to make the audience interested in discussing the content that has been created, employees must have the ability to come up with new ideas and always innovate to create successful e-WOM. The impact of e-WOM if the company can create a good brand image will bring very significant things such as the company's fame, the number of customer visits, to the increase in turnover (Ferreira et al., 2019). Banaran 9 Resto itself already has a brand image among its consumers, the slogan "kopi beneran ya kopi banaran" also helped shape the brand image of Banaran 9 Resto. Creating a good promotion, Banaran 9 Resto employees should be more active in using social media to provide information on product choices, product quality, and the prices offered. Promotion can be done by strengthening relationships between new and existing customers, customer relations in a company are usually managed by several people who are members of a division, especially the marketing division (Bhagwat et al., 2020).

Nowadays, everyone uses social media in their daily lives, from shopping, viewing news, learning, searching for information, communicating, and so on. Blogs, social networks and wikis are the most common forms of social media used by people around the world. The positive impact of using social media is that it makes it easier for us to interact with many people, expand our social circle, distance and time are no longer a problem, it is easier to express ourselves (Chandy et al., 2021), information dissemination can take place quickly, lower costs. The negative impact of social media is that it keeps people who are close and vice versa away, face-to-face interactions tend to decrease, making people addicted to the internet, causing conflict, privacy issues, vulnerable to the bad influence of others. Social media is something that cannot be separated from humans, even almost most people in the world have access to social media on any platform (Valsesia et al., 2020). Banaran 9 Resto itself has not maximized the use of social media, especially the Facebook platform, because Banaran 9 Resto has a family segmentation (Parents), the majority of which still use Facebook to find information from social media. Banaran does not have a facebook account at all, usually Banaran's segment, namely people 30 and above, like to stop by the facebook stall if they find it interesting. creating instagramable spots at Agrotourism locations which are currently one of the considerations of customers in choosing tourist attractions or restaurants so that customers can post their experiences on social media and this will have a huge impact because the experience spread by customers will be more trusted by the community and will be followed by other customers because of the curiosity to follow the experience. Using social media to promote a product does not cost too much (Zhang et al., 2017). The promotional strategy carried out by Banaran 9 Resto through this program is carried out with two media, namely first using Offline Media such as banners and billboards and in Online Media using Instagram, Youtube, and Tiktok promotional tools. Promotion has an important role if you want to introduce a product to a consumer, because in this era there are many social media that can be used to promote an item and place (Mason et al., 2021). Social networks, such as MySpace and Facebook, are becoming an important force in business-to-consumer marketing as well as business-to-business marketing. The occurrence of e-WOM cannot be separated from the consumer's experience of the product or service consumed. If consumers get satisfaction from their consumption experience, then consumers will voluntarily make a statement (review) about a product or service. Information or messages contained in e-WOM can be a reference for consumers in evaluating a product or brand. Through this e-WOM message, consumers

get information about the quality of a product or service. e-WOM will be successful if applied by Banaran 9 Resto to promote to families, through Facebook, parents are helped by the information provided on the restaurant account. The behavior of people today who tend to always be confused about what food they want to consume, as well as which places serve food that suits the community itself, of course they look for food and beverage information and places first to experienced people and this is where electronic word of mouth activities occur.
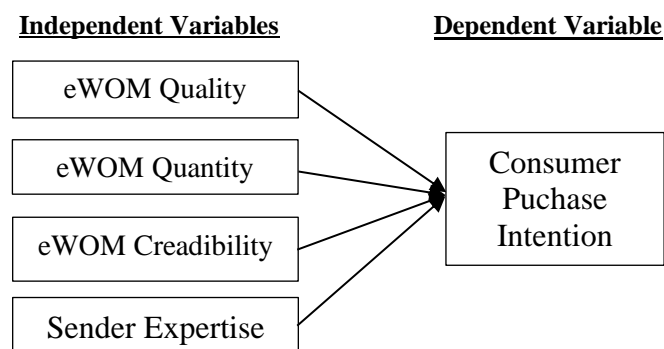
Independent Variables

Dependent Variable

eWOM Quality

eWOM Quantity

eWOM Creadibility

Sender Expertise

Consumer Puchase Intention

Figure 1. eWOM variable
Source: Zulkiffli et al, 2017

The figure above shows about e-WOM Quality which is that e-WOM brings many benefits for consumers to get information and also to increase knowledge especially at the stage before the purchase process, therefore, feedback from consumers coming from the e-WOM community can form a positive brand image. Brand experience is all points of contact between the customer and the brand or touchpoints contact points that have a significant impact on the brand (Yuanita and Marsasi, 2022). The reason is that the variety and high quality of information from consumers experienced on certain products can affect consumer perceptions. The second is e-WOM Quantity which is feedback from the e-WOM community that has a positive relationship with customers, this can affect relationships between consumers for a long time. This variable can occur because consumers are willing to share experiences, opinions and comments on certain brands and products through appropriate channels such as social media, blogs and websites, Third, namely e-WOM Credibility which means that source credibility is important for e-WOM because it can affect consumer impressions, this is due to consumer attitudes that can really be achieved by developing messages that come from familiar members who can be trusted compared to information obtained from other sources, therefore, e-WOM credibility is known as consumers feel that the information obtained must be true, informative and trustworthy of certain products. Finally, Sender Expertise, which is the level of reliability of information, can be one of the elements included in sender expertise. Banaran 9 Resto can apply e-WOM Quantity because the restaurant has a positive relationship with customers and influences relationships between consumers over a long period of time, then these consumers share their experiences through social media or websites. The way to market a product social media is currently the most effective and efficient promotional media with a very wide and unlimited reach (Nuseir, 2018). Each individual will seek and receive trusted information based on more trusted experiences with expertise to encourage consumer purchase intentions. The sender's expertise is someone who has extensive knowledge about a particular product that provides reliable and authoritative information, so that it can determine consumer confidence in the information he receives. People who have the intention to buy a particular product can be defined as consumer purchase intention, so consumer purchase intention is recognized as the effectiveness of e-WOM communication. Many online consumer experiences affect consumer attitude outcomes, e-WOM is defined as an influential medium that influences consumers' past experiences. Trusted information from the community, friends and family who provide feedback and judgment can change the way consumers think and influence their purchasing decisions (Zulkiffli et al, 2017).

Social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds (Reinhardt, 2019). Seen in the present, everyone uses social media in their daily lives ranging from shopping, viewing news, learning, finding information, communicating, and others. Blogs, social networks and wikis are the most common

forms of social media used by people around the world. The positive impact of using social media is that it makes it easier for us to interact with many people, expand our social circle, distance and time are no longer a problem, it is easier to express ourselves (Chandy et al., 2021).
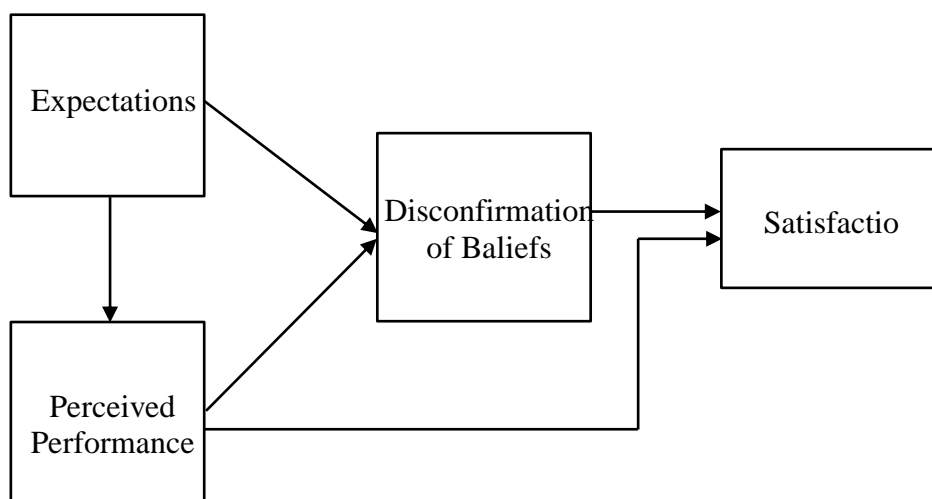

Figure 2. Expectation Confirmation Theory Model
Source: Oliver*, et al* (1980)

The figure above explains the model of expectation confirmation theory on customer expectations and satisfaction. Starting from consumer expectations of the product then to the disconfirmation of belief in the product followed by customer satisfaction as the final disconfirmation regarding whether the customer is satisfied or not. Expectations will result in perceived performance, the performance in question is the quality provided in terms of products to consumers. Then the performance felt by consumers results in satisfaction. Banaran 9 Resto in terms of the products offered will be able to meet Expectations and consumer expectations where consumer expectations of Banaran 9 Resto products are of good and high quality, it will give rise to Disconfirmation Of Beliefs which are convinced by the variety of menus offered and from quality flavors, giving rise to satisfaction. Expectaions will lead to Perceived Performance, it is proven that consumer expectations are seen from the form of their assessment of the product and the assessment is felt by consumers and the owner of Banaran 9 Resto. Thus, this theory found that the conceptualization and theoretical background of e-WOM is embedded in theories covering various fields. the role played by e-WOM in the buying process, WOM plays an important role in marketing and communication strategies. With the advent of the Internet and social media, traditional WOM has expanded to new electronic channels such as blogs, review sites, discussion forums, bulletin boards, user groups, and social networking sites. This new e-WOM has become an important factor in marketing efforts and has an impact on various stages of the consumer purchasing decision process (Seo et al., 2020). In Banaran 9 Resto, the role of e-WOM for product purchases made by consumers is provided by the owner regarding information about Banaran 9 Resto products through social media only. So far, based on observations that Banaran 9 Resto has implemented the role of e-WOM, although not all strategy mixes are played and applied in it, but implementing one role of social media itself can be seen to be able to persuade consumers to try and make consumer purchasing decisions. e-WOM is a positive or negative statement made by potential, actual, or former consumers about a product or company via the internet (Duarte et al., 2018). e-WOM will be successful if applied by Banaran 9 Resto to promote to families, through Facebook, parents are helped by the information provided on the restaurant account. The behavior of people today who tend to always be confused about what food they want to consume, as well as which places serve food according to the wishes of the community itself, of course they look for food and beverage information and places first to experience people and this is where electronic word of mouth activities occur.

Table 2 e-WOM and Purchase Decision Process Stage

Stage	Examples of Ewom Touch Points
Problem/Need recognition	External stimuli-ads on websites, personalization, and recommendations
Information search	Search engines, social media, product websites, e-retailers
Evaluation of alternatives	Websites with compare options, social media for feedback, online reviews, and rating websites
Purchase decision	Channels (e-commerce websites), discussion and feedback on social media
Post-Purchase discussion	Review sites, social media, online ratings and reviews feedback on social media or product sites

Source: (Dewey, 1910)

The figure above states that the first stage of consumers requires the introduction of external stimuli, in this case through website introduction and recommendations from other parties, for Banaran 9 Resto, it can be seen that consumers do this stage only from recommendations from other parties. The second stage is the search for information by Banaran 9 Resto consumers to find out more about Banaran 9 Resto through social me1111dia. The third stage is that Banaran 9 Resto consumers evaluate alternatives from the information they get to ensure product purchasing decisions through feedback, reviews, and ratings. Then the fourth stage is the purchase decision, Banaran 9 Resto consumers at this stage will determine their decision (buy or not) on the product based on the information that has been collected and obtained. The last stage is post-purchase behavior, in this case Banaran 9 Resto consumers will act as assessors and at the same time review the products that have been used for the benefit of the company, consumer behavior can vary such as telling and sharing information about Banaran 9 Resto products that have been used or consumed in this case consumers also indirectly carry out and market the product to other consumers. Getting review results through social media will influence and provide additional information regarding product reviews based on the quality and honest reviews of consumers who act as assessors (Kim et al., 2019).

According to social exchange theory, in a social environment, there is an exchange of tangible or intangible activities between at least two people including rewards or punishments. This theory, proposed by (Homans, 1958), explains the rationale behind social interactions. This theory is widely used to explain why individuals share information and opinions and engage in discussions to generate e-WOM. In the e-WOM literature to find out the types of contributors and the underlying motives for generating and utilizing social capital using online reviews (Cheng et al., 2021). Most consumers today rely on online reviews created or shared by other consumers to make purchasing decisions. This theory more specifically discusses marketing activities through social media but more specifically a form of marketing that involves a figure or a person who has a good personal branding seen from the way he uses social media, while currently the majority of people use social media in getting information (Hair and Sarstedt, 2021), in this context such as the addition and cooperation with influencers as a party that has a positive influence in terms of content. The author proposes one of the influencers to work together in terms of product marketing, namely celebgram (fadil jaidi). The author chooses fadil jaidi as an influencer to market Banaran 9 Resto products because fadil jaidi is one of the influencers who has attractiveness, followers and unique forms of promotion and is also attractive in the eyes of his followers, besides that fadil jaidi also does honest reviews of the products he works with, and his promotions are carried out in detail from the products he works with.

CONCLUSION

This research contributes to the Banaran Revolution program. The approach to support this concept is the Expectation Confirmation Theory with the implementation of Electronic Word Of Mouth or e-WOM. e-WOM used in this recommendation is an art that companies do to build communication between consumers to consumers and consumers to marketers. In accordance with the explanation from (Delafrooz et al., 2019; Gunawan et al., 2020; Oh et al., 2022), this marketing theory aims to create good communication with users via social media in the form of information or providing a

recommendation. According to (Loureiro et al., 2017; Rahman et al., 2019), the theory of e-WOM is the same as communicating directly by word of mouth; the only difference is offline and online (using electronic assistance). Therefore, eWOM is very important for managers to understand and apply, especially for marketing professionals (Jeong and Jang, 2011). The eWOM strategy can be manifested in the form of opinions, reviews, online feedback, comments, online ratings, and experience sharing on the Internet (Mishra and Satish, 2016). eWOM is more credible (Brown et al., 2007), the level of effectiveness is much higher than traditional marketing activities (Trusov et al., 2008), and it minimizes consumer risk (Hennig-Thurau and Walsh, 2003).

e-WOM can overcome the problems that occur at Banaran 9 Resto by maximizing social media as an intermediary to lure consumers to spread the company's name in the community. In accordance with the results of the research (Farzin and Fattahi, 2018), state that eWOM plays an important role in shaping brand image in the minds of consumers and their purchase intentions. Research (Yohana et al., 2020), states that there is a significant positive effect between eWOM on brand image. According to (Siddiqui et al., 2021), this can help companies create a positive brand image by increasing purchase intention.

Restaurant- based companies are very suitable for promotion by creating something interesting on social media so that the audience is interested and spreads the information to others. In accordance with the opinion (Hamdani and Maulani, 2018), eWOM is the best solution with a much wider and very effective promotional reach. The eWOM process is very effective in promoting companies through social media, such as Instagram, to share a love for a product and convey criticism and praise of a company (Rochmana et al., 2022). Promotional efforts by restaurants can be made by incorporating social media into the restaurant's marketing communication strategy (Koufie and Kesa, 2020). According to (Akdim, 2021), an effort that can be made is to use celebrities or influencers to promote products or services, as well as to reward loyal consumers. According to the opinion (Wachyuni and Priyambodo, 2020), celebrities or influencers can influence restaurant product-buying decisions.

This research will have an impact on several things, namely: 1) The proposed theory, namely ECT with the application of e-WOM, will help companies in introducing companies to be recognized by the wider community. 2) This research will be useful for companies so that people know more about Banaran 9 Resto. 3) The development of ECT theory can also be used as a quote or reference for other studies regardless of the company in the same industry. 4) Strengthening the relationship between beneficiaries and researchers to develop innovations in marketing used. ECT carried out in the application of e-WOM is expected to be applied and become an alternative solution to some of the problems faced by companies in the lack of promotion carried out by the company, one of which is not maximizing the use of social media that has been owned. According to (Jumaan et al., 2020), ECT theory can be used to understand the behavior of users in different information system environments. Additionally, ECT can be used for marketing and information systems to understand users' perceptions of a product since the previous perceptions and satisfaction have a crucial effect on their behavior (Hossain and Quaddus, 2012). For researchers who will examine similar cases, it is hoped that they will be able to make this research a reference in dealing with companies that run similar programs. e-WOM will help many things to help companies to build communication between consumers to consumer and consumers to marketers.

RECOMMENDATIONS
Academic Recomendations
Academically, the results of this research are expected to be able to contribute to the development of marketing management science, particularly in Electronic Word Of Mouth (e-WOM) and Expectation Confirmation Theory (ECT). The results of this study show that eWOM on an ECT basis can be used as an alternative to marketing companies in promoting products/services and increasing sales.

Practitioner Recomendations
For Banaran 9 Resto, this research can be used as a consideration and source of information for evaluation material that managers, especially in the marketing sector, need to pay attention to eWOM. Banaran 9 Resto can increase eWOM using an ECT basis through posts or product/service reviews from Banaran 9 Resto on social media. Thoughts on the company's social media indirectly influence the

restaurant's image, so when the restaurant's idea is good, it will increase sales over time. Based on this research, it can be concluded that Banaran 9 Resto must apply the eWOM strategy on an ECT basis.

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