

(Research/Review) Article

The Effect of Online Reviews and Location on Purchase Decisions with Purchase Intention as a Mediating Variable in Seafood MSMEs at Nyoman Café Jimbaran

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Abstract: The rapid advancement of digital technology has transformed consumer behavior in information searching and purchasing decisions, particularly within the tourism-based culinary sector. In highly competitive markets with relatively homogeneous products, non-product factors such as online reviews and business location play an increasingly important role in shaping consumer choices. This study aims to analyze the influence of online reviews and location on purchase decisions, with purchase intention as a mediating variable, focusing on the seafood MSME Nyoman Cafe Jimbaran. The research adopts a quantitative approach using a survey method. Data were collected through online and offline questionnaires from 200 respondents who had accessed online reviews of Nyoman Cafe Jimbaran. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS, including evaluation of the measurement model, structural model analysis, and testing of direct and indirect effects. The results indicate that online reviews and location have a positive and significant impact on purchase decisions, while location also significantly influences purchase intention. However, online reviews do not significantly affect purchase intention, and purchase intention does not significantly influence purchase decisions. Furthermore, purchase intention does not mediate the relationship between online reviews or location and purchase decisions. These findings suggest that in culinary tourism contexts, purchasing decisions tend to be spontaneous and are more directly driven by digital reputation and strategic location. This study contributes to digital consumer behavior literature and provides practical insights for culinary MSMEs.

Keywords: Business Location; Location; Online Reviews; Purchase Decision; Purchase Intention.

1. Introduction

The development of digital technology has had a substantial effect on various aspects of social life, including consumption patterns, consumer behavior, and social interaction. This digitalization has changed the way individuals obtain information, interact with their environment, and make decisions in everyday life. Unlimited access to information through the internet has shaped more informed consumers who rely on digital resources in almost every aspect of their lives. This phenomenon of digital development is clearly experienced in Indonesia. Based on data from marketresearchindonesia.com in 2025, social media identities in Indonesia reached 143 million users, accounting for approximately 50 percent of the total population.

In the contemporary business environment, business actors no longer rely solely on conventional media for promotion but also utilize digital platforms such as Google Reviews and social media. These platforms are not only used to introduce products but also to build consumer trust in the products offered. Today's consumers tend to begin with online research by referring to reviews from other customers and social media as a basis for making purchase decisions (Astuti et al., 2025). Consumers are able to evaluate a product or service before direct consumption through ratings, testimonials, and photos shared by other users.

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One sector that has significantly experienced digital development is the culinary sector, which previously depended on word of mouth recommendations and direct experience. Contemporary consumers frequently read reviews on Google Reviews to view food photos, understand other consumers' perceptions, assess the atmosphere or scenery offered, and compare prices with other establishments. Positive reviews, high ratings, and attractive visuals can become strong drivers in attracting new customers. Conversely, negative reviews can rapidly damage trust and hinder purchase decisions. This phenomenon indicates that digital reputation through Google Reviews is an important factor that can affect purchase decisions. This shift is increasingly relevant in the culinary sector located in tourist areas, where competition tends to be homogeneous and purchase decisions are determined by initial impressions formed through online reviews.

Online reviews can function as references that affect purchase intention and consumer purchase decisions. According to Irma Rahmawati (2021), online reviews are a form of consumer evaluation that can be accessed by many people and used as consideration. The results of a study by Vanessa et al. (2023) show that online reviews from consumers have a positive effect on purchase decisions. Meanwhile, the findings of Irma Rahmawati (2021) indicate that online customer reviews do not have a significant effect on purchase decisions, as not all consumers perceive reviews from other consumers regarding products or services as determinants of their purchase decisions. This implies that when online reviews received by consumers are favorable, consumer perceptions of service quality increase, which ultimately encourages purchase decisions.

In addition to online reviews, business location also plays an important role in attracting consumers. A strategic location often provides added value and offers a distinct experience. The placement of a business location that is easily visible and accessible becomes an important attraction, as consumers tend to consider location before making purchase decisions. Based on the findings of Utomo et al. (2021), location has a positive and significant effect on purchase decisions, with an effect contribution of 14.9 percent. This is consistent with the study by Wardana et al. (2022), which states that location not only affects purchase decisions directly but also indirectly through purchase intention. Accessibility, parking facilities, and a lively environment are able to encourage consumers to make purchases.

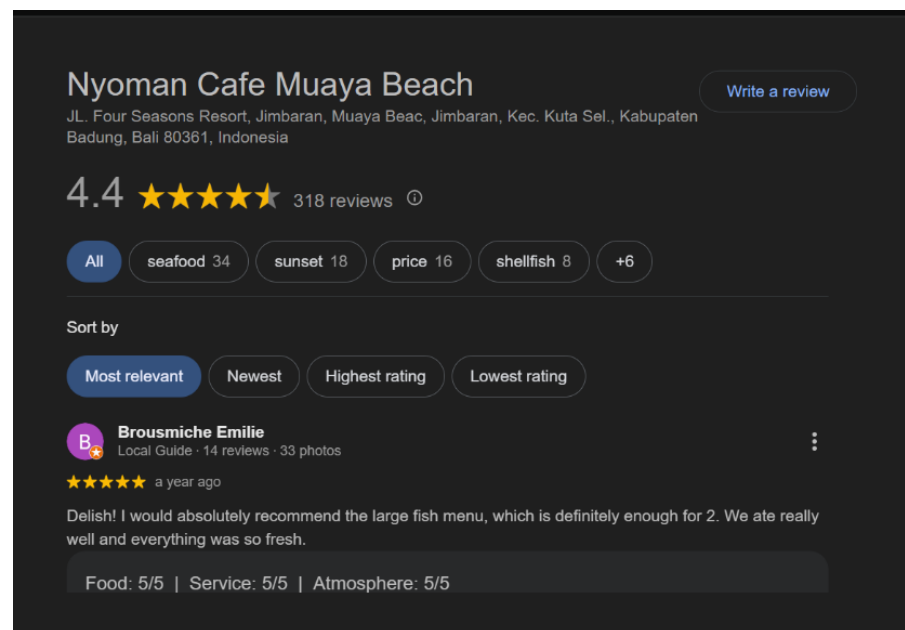
Purchase intention can be described as a psychological condition that indicates consumer interest in a product before making a purchase decision. The results of a study conducted by Laili and Subkhan (2024) show that purchase intention has a positive and significant effect on purchase decisions and is able to mediate the relationship between innovation and promotion variables on consumer purchase decisions. This is in line with Alauddini and Sakinah (2021), who state that purchase intention is a dominant psychological factor in decision making because it arises from consumer interest in the products or services offered. This implies that purchase intention can serve as a connecting factor in determining whether a purchase will be made. Therefore, purchase intention is positioned as a mediating variable to examine whether online reviews and location are able to affect consumer purchase decisions.

Purchase decision can be regarded as the final stage of a process that begins with the evaluation of information, including both individual experience and online reviews from others. According to Laili and Subkhan (2024), purchase decisions are positively affected by perceptions of innovation and promotion and are mediated by purchase intention. This indicates that consumer purchase decisions are not only determined by product quality but also by expectations and initial experiences. Consistent with the study by Faradhilah Khofijah and Churniawati (2024), purchase decisions have a significant relationship with customer review factors. Therefore, purchase decision is positioned as the dependent variable affected by online reviews and location, with purchase intention acting as a mediating variable representing initial psychological interest in a culinary business.

In the context of Bali, Jimbaran is one of the tourist areas well known for its beachfront seafood culinary offerings, particularly during sunset. The combination of fresh seafood dishes and the distinctive Balinese atmosphere makes Jimbaran a leading seafood culinary destination. Jimbaran serves not only as a place to enjoy local cuisine but also as a tourism experience favored by domestic visitors, international tourists, and local residents. One of the culinary MSMEs in the Muaya Beach tourist area of Jimbaran is Nyoman Cafe Jimbaran,

which has been established since 1998. Most of the employees are local residents who possess knowledge and skills in processing and selecting seafood using both traditional and modern methods.

Figure 1. Google Reviews of Nyoman Cafe Jimbaran.



Based on the Google Reviews platform, Nyoman Cafe Jimbaran has received 318 reviews with a rating of 4.4 stars. These reviews highlight the seafood, the beachfront atmosphere with sunset views, pricing, and friendly service, although there are also negative reviews concerning prices and relatively long serving times. This indicates that digital reputation through Google Reviews has a real effect on consumer perceptions and purchase intention. Interestingly, social media activity, particularly the official Instagram account of Nyoman Cafe Jimbaran, is relatively low due to infrequent updates; however, this MSME remains popular to date.

The location of Nyoman Cafe has the advantage of being situated directly on the Muaya Beach coastline of Jimbaran. Access to the cafe is very convenient, supported by a spacious parking area. The sunset panorama serves as the main attraction for tourists. Around the restaurant area, there are horse rental services that allow visitors to ride along the beach while waiting for their meals. However, being located in a tourist area also creates specific challenges, as the entire beachfront is lined with numerous seafood MSMEs offering menus, atmospheres, layouts, and sunset views that are nearly identical. This condition represents a clear example of a homogeneous market, where competition cannot be viewed in terms of products but rather through non product strategies such as marketing approaches and digital attractiveness.

Based on this phenomenon, a research gap emerges that needs to be examined more deeply. Although many previous studies have discussed the effect of online reviews, location, purchase intention, and purchase decisions, most have focused on the e commerce or modern retail sectors, which have characteristics different from those of the local culinary sector. Studies examining how these non product factors affect purchase decisions in homogeneous markets such as tourist areas remain limited. Therefore, this study seeks to fill this gap by analyzing the effect of online reviews and location on purchase decisions, with purchase intention as a mediating variable. This study is expected to provide theoretical contributions to the study of digital consumer behavior and significant contributions to the marketing of seafood culinary MSMEs in tourist areas in a more effective manner, as well as to offer insights for culinary business managers in enhancing consumer attractiveness.

Theoretically, the relationships among variables in this study are grounded in the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). This theory explains that individual behavior, including purchase decisions, is affected by intention, which arises from attitude toward behavior, subjective norms, and perceived behavioral control. In the context

of this study, online reviews and location can shape positive attitudes and consumers' perceptions of convenience toward a culinary business, which subsequently foster purchase intention as behavioral intention. This intention ultimately encourages consumers to make purchase decisions. Thus, the relationships among variables in this study are consistent with the TPB, in which purchase intention functions as a mediating variable linking online reviews and location to purchase decisions at Nyoman Cafe Jimbaran.

Based on the background described above, this study discusses in depth research entitled "The Effect of Online Reviews and Location on Purchase Decisions with Purchase Intention as a Mediating Variable in the Seafood MSME Nyoman Cafe Jimbaran".

2. Method

This study was conducted at the seafood MSME Nyoman Cafe Jimbaran, located at Muaya Beach, Jimbaran, Bali, a culinary tourism area characterized by a high level of competition and relatively homogeneous product characteristics. The selection of the research location was based on the phenomenon that consumer purchase decisions are not only affected by product quality but also by non product factors such as online reviews and business location. Nyoman Cafe has a relatively strong digital reputation with a rating of 4.4 from 318 Google Reviews, although its digital marketing activity is relatively lower compared to surrounding competitors. These conditions make Nyoman Cafe Jimbaran a relevant research object to understand the role of online reviews and location on purchase intention and consumer purchase decisions (Sugiyono, 2023).

The population in this study consists of individuals who have read online reviews about Nyoman Cafe Jimbaran, including those who have made purchases and those who have not. The sample was determined using a non probability sampling technique with a purposive sampling approach, with respondent criteria of at least 17 years of age and having read reviews of Nyoman Cafe through Google Reviews. The sample size was set at 200 respondents, based on the requirement of the number of research indicators, which consist of 20 indicators with a ratio of ten times the number of indicators. This study uses quantitative data collected through a Likert scale questionnaire ranging from 1 to 4, supported by non participatory observation to obtain an overview of actual field conditions (Sugiyono, 2023; Hair et al., 2013 in Widayanto and Imronudin, 2023).

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS SEM) method with the assistance of SmartPLS software. The stages of analysis include the evaluation of the measurement model (outer model) through convergent validity testing, discriminant validity testing, and construct reliability testing, as well as the evaluation of the structural model (inner model) through R square value testing, hypothesis testing using bootstrapping, and mediation testing by calculating the Variance Accounted For (VAF). This approach was selected because it is able to analyze causal relationships among variables simultaneously, including the role of purchase intention as a mediating variable in the effect of online reviews and location on the consumer purchase decision at Nyoman Cafe Jimbaran (Ghozali and Kusumadewi, 2023; Sugiyono, 2023).

3. Results and Discussion

Data Analysis and Discussion

Overview of the Research Object

Nyoman Cafe Jimbaran is one of the MSMEs operating in the seafood culinary sector and is located in the Muaya Beach area of Jimbaran, Bali. This cafe offers a variety of fresh seafood menus with a beachfront dining concept that serves as its main attraction for both domestic and international tourists. Its strategic location in the Jimbaran tourism area makes Nyoman Cafe one of the popular culinary destinations.

In the current digital era, Nyoman Cafe also utilizes digital platforms to market its products. Online reviews from customers published on various platforms such as Google Maps, TripAdvisor, and social media are among the factors that affect potential consumers' purchase decisions. This study aims to analyze the effect of online reviews and location on purchase decisions with purchase intention as a mediating variable.

Respondent Characteristics

Respondent Characteristics Based on Gender

The characteristics of respondents based on gender can be seen in the following table:

Table 1. Respondent Characteristics Based on Gender.

No	Gender	Number	Percentage
1	Male	45	45%
2	Female	55	55%
Total		100	100%

Source: Processed by the author.

Based on Table 1, it can be seen that female respondents are more dominant, accounting for 55 percent or 55 respondents, while male respondents account for 45 percent or 45 respondents. This indicates that visitors to Nyoman Cafe Jimbaran are dominated by females, who generally have a higher interest in culinary experiences and beachfront dining atmospheres.

Respondent Characteristics Based on Age

The characteristics of respondents based on age can be seen in the following table:

Table 2. Characteristics Based on Age.

No	Age	Amount	Percentage
1	17-25 years	39	39%
2	26-35 years old	47	47%
3	> 35 years	14	14%
Total		100	100%

Source: Processed by the author

Based on Table 2, it can be seen that respondents aged 26–35 years constitute the largest group, accounting for 47 percent or 47 respondents, followed by those aged 17–25 years at 39 percent or 39 respondents, and those aged above 35 years at 14 percent or 14 respondents. This indicates that visitors to Nyoman Cafe Jimbaran are dominated by individuals in the productive age group who are socially and economically active and who tend to seek information through digital platforms before making purchase decisions.

Respondent Characteristics Based on Occupation

Table 3. Respondent Characteristics Based on Occupation.

No	Occupation	Number	Percentage
1	Student	28	28%
2	Entrepreneur	25	25%
3	civil servant	25	25%
4	Private Employee	22	22%
Total		100	100%

Source: Processed by the author

Based on Table 3, it can be observed that respondents who are students represent the largest group, accounting for 28 percent or 28 respondents, followed by entrepreneurs and civil servants, each accounting for 25 percent or 25 respondents, and private employees at 22 percent or 22 respondents. This indicates that visitors to Nyoman Cafe Jimbaran come from diverse occupational backgrounds, reflecting variations in purchasing power and culinary preferences.

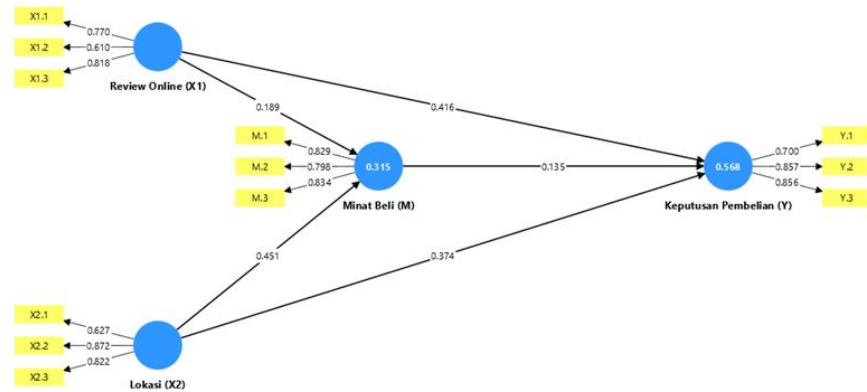
Evaluation of the Measurement Model (Outer Model)

The evaluation of the measurement model, or outer model, was conducted to assess the validity and reliability of the research instruments. In PLS SEM, the evaluation of the outer model includes convergent validity testing, discriminant validity testing, and construct reliability testing. This measurement model aims to assess the indicators (observed variables) that form latent variables that cannot be measured directly.

Measurement (Outer) Model

The evaluation of the measurement model in this study aims to assess the indicators (observed variables) that construct latent variables that cannot be measured directly. The evaluation of the measurement model, or outer model, is conducted to assess the validity and reliability of the model.

Figure 2. Outer Model.



Convergent Validity

Convergent validity is measured based on outer loading values and the Average Variance Extracted (AVE). An indicator is considered valid if it has an outer loading value greater than 0.70 and an AVE value greater than 0.50 (Hair et al., 2017). A loading factor is considered high when a component or indicator correlates above 0.60. The results of the convergent validity testing are presented as follows:

Table 4. Results of Convergent Validity Testing (Outer Loadings).

Variable	Indicator	Outer Loading	Information
Online Review(X1)	X1.1	0.770	Valid
	X1.2	0.610	Valid*
	X1.3	0.818	Valid
Location (X2)	X2.1	0.627	Valid*
	X2.2	0.872	Valid
	X2.3	0.822	Valid
Purchase Intention (M)	M.1	0.829	Valid
	M.2	0.798	Valid
	M.3	0.834	Valid
Purchase Decision (Y)	Y.1	0.700	Valid
	Y.2	0.857	Valid
	Y.3	0.856	Valid

Source: SmartPLS 4 output, 2025

Based on Table 4, most indicators have outer loading values above 0.70. There are two indicators with loading values between 0.50 and 0.70, namely X1.2 (0.610) and X2.1 (0.627). According to Hair et al. (2017), indicators with loading values between 0.50 and 0.70 can still be retained as long as the AVE and Composite Reliability values meet the required criteria. Therefore, all indicators are declared valid and suitable for further analysis.

Table 5. Average Variance Extracted (AVE) Values.

Variable	AVE	Description
Online Reviews(X1)	0.545	Valid
Location (X2)	0.610	Valid
Purchase Intention (M)	0.673	Valid
Purchase Decision (Y)	0.653	Valid

Source: SmartPLS 4 output, 2025

Based on Table 5, all variables have AVE values above 0.50. The AVE value for Online Reviews is 0.545, Location is 0.610, Purchase Intention is 0.673, and Purchase Decision is 0.653. This indicates that more than 50 percent of the variance of the indicators can be explained by their latent variables. Thus, all variables meet the criteria for convergent validity satisfactorily.

Discriminant Validity

Discriminant validity is measured using the Fornell Larcker criterion, in which the square root of the AVE for each construct must be greater than the correlations with other constructs. Discriminant validity testing is conducted through cross loadings to determine whether each construct has adequate discriminant validity. Research data are considered to have good discriminant validity when the correlation value of an indicator with its construct is higher than its correlation with other constructs. The results of the discriminant validity testing are presented as follows:

Table 6. Results of Discriminant Validity Testing (Fornell Larcker Criterion).

Variable	Y	X2	M	X1
Purchase Decision (Y)	0.808			
Location (X2)	0.632	0.781		
Purchase Intention (M)	0.497	0.535	0.821	
Online Review(X1)	0.636	0.448	0.391	0.738

Source: SmartPls Output 4, 2025.

Note: Diagonal values (bold) represent the square root of AVE.

Based on Table 6, the square root of the AVE values (diagonal) for each variable is greater than the correlation values with other variables. The square root of the AVE for the Purchase Decision variable is 0.808, which is higher than its correlations with other variables (0.632, 0.497, and 0.636). The same pattern is observed for the other variables. This indicates that each variable has distinct characteristics and differs from other variables. Therefore, all variables meet the criteria for discriminant validity satisfactorily.

Construct Reliability

Construct reliability is measured based on Cronbach's Alpha and Composite Reliability (CR) values. A construct is considered reliable if it has a Cronbach's Alpha value greater than 0.60 and a Composite Reliability value greater than 0.70 (Hair et al., 2017). Data that are not reliable cannot be processed further because they may produce biased conclusions. The results of construct reliability testing are presented as follows:

Table 7. Results of Construct Reliability Testing.

Variable	Cronbach's Alpha	Composite Reliability	Description
Online Review(X1)	0.586	0.780	Reliable*
Location (X2)	0.670	0.821	Reliable
Purchase Intention (M)	0.758	0.861	Reliable
Purchase Decision (Y)	0.730	0.848	Reliable

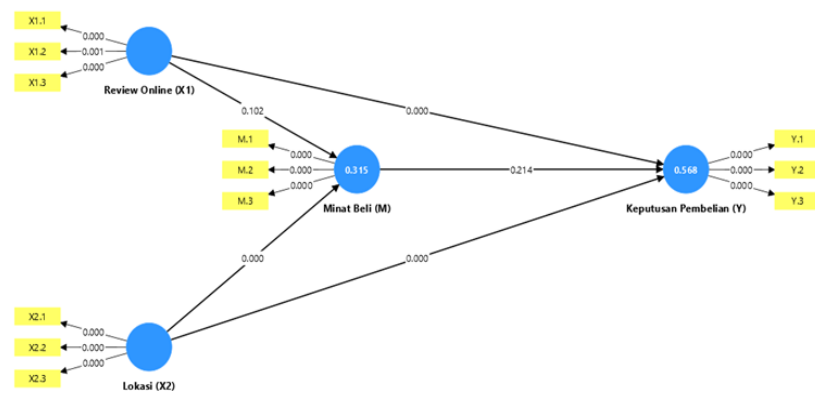
Source: SmartPLS Output 4, 2025.

Based on Table 7, all variables have Composite Reliability values above 0.70. For the Online Reviews (X1) variable, the Cronbach's Alpha value is 0.586, which is slightly below 0.60. However, according to Nunnally (1978), values ranging from 0.50 to 0.60 are still acceptable for exploratory research. In addition, the Composite Reliability value for the Online Reviews variable (0.780) meets the required criteria. Therefore, all variables are declared reliable and suitable for further analysis.

Evaluation of the Structural Model (Inner Model)

The evaluation of the structural model, or inner model, is conducted to examine the relationships among latent variables. The inner model describes the relationships among latent variables based on substantive theory. Testing of the inner model includes the R Square value and hypothesis testing through bootstrapping.

Figure 3. Inner Model (Structural Model)



Coefficient of Determination (*R-Square*)

The R Square value indicates the extent to which endogenous variables can be explained by exogenous variables. According to Ghazali and Kusumadewi (2023), an R^2 value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak. The higher the R Square value, the better the ability of the research model and predictive model to explain the phenomenon under study. The results of R Square testing are presented as follows:

Table 8. R-Square Values

Endogenous Variable	R-Square	Category
Purchase Intention (M)	0.315	Moderate
Purchase Decision (Y)	0.568	Moderate

Source: SmartPLS Output 4, 2025

Based on Table 8, the R Square value for the Purchase Intention variable is 0.315, indicating that 31.5 percent of the variance in Purchase Intention can be explained by Online Reviews and Location, while the remaining 68.5 percent is explained by other variables outside the research model. The R Square value for the Purchase Decision variable is 0.568, indicating that 56.8 percent of the variance in Purchase Decision can be explained by Online Reviews, Location, and Purchase Intention, while the remaining 43.2 percent is explained by other variables outside the research model.

Mediation Effect Testing

Mediation effect testing is conducted to determine whether Purchase Intention mediates the relationship between Online Reviews and Location on Purchase Decisions. The mediation effect is calculated from the product of the path coefficients and then evaluated using the t-statistic and p-value. The results of the mediation effect testing are presented as follows:

Table 9. Results of Mediation Effect Testing (Specific Indirect Effects).

Mediation Path	Original Sample	T-Statistics	P-Values	Description
Online Reviews → Purchase Intention → Purchase Decision	0.025	0.894	0.371	Not Significant
Location → Purchase Intention → Purchase Decision	0.061	1,141	0.254	Not Significant

Source: SmartPLS Output 4, 2025

Based on the data in Table 9, the two hypotheses proposed regarding indirect effects in this study can be explained as follows:

- The Effect of Online Reviews on Purchase Decisions through Purchase Intention. As shown in the table, the t-statistic value is 0.894, which is lower than the critical value of 1.96, and the p-value is 0.371, which is greater than 0.05. These results indicate that Online Reviews have a positive but not significant effect on Purchase Decisions through Purchase Intention. Therefore, Purchase Intention does not mediate the relationship between Online Reviews and Purchase Decisions.

- b. The Effect of Location on Purchase Decisions through Purchase Intention. The t-statistic value for this mediation path is 1.141, which is also lower than 1.96, and the p-value is 0.254, which exceeds 0.05. This finding indicates that Location has a positive but not significant effect on Purchase Decisions through Purchase Intention. Thus, Purchase Intention does not mediate the relationship between Location and Purchase Decisions.

Discussion

The Effect of Online Reviews on Purchase Decisions

The first hypothesis in this study states that online reviews have a positive effect on purchase decisions at Nyoman Cafe Jimbaran. The test results show a path coefficient of 0.416, a t-statistic of 4.194 which is greater than 1.96, and a p-value of 0.000 which is lower than 0.05. These results indicate that online reviews have a positive and significant effect on purchase decisions. This means that the better the online reviews received by consumers, the higher the likelihood of consumers making purchase decisions at Nyoman Cafe Jimbaran.

This finding is consistent with the Theory of Planned Behavior proposed by Ajzen (1991), which explains that individual behavior is influenced by attitude toward behavior, subjective norms, and perceived behavioral control. In this study, positive online reviews are able to shape positive customer attitudes toward Nyoman Cafe Jimbaran. When customers read informative, detailed, and credible reviews, they develop positive expectations regarding food quality, service quality, and the overall dining experience.

Online reviews also function as social proof that provides social validation for consumer purchase decisions. Through this mechanism, online reviews create normative influence that encourages conformity behavior. When consumers observe a large number of positive reviews from other customers, they tend to feel more confident and assured in making a purchase decision, as they perceive the choice to be validated by others' experiences.

In the context of seafood-based small and medium enterprises, which involve both health and financial risks, online reviews have a particularly strong influence because consumers require credible information to reduce uncertainty. Reviews that highlight freshness of ingredients, cleanliness, and service quality become key considerations before deciding to visit Nyoman Cafe Jimbaran.

These findings are in line with previous studies by Farki et al. (2016) and Vanessa et al. (2023), which conclude that online customer reviews significantly influence purchase decisions. Online reviews serve as an important source of information for consumers when evaluating products or services, especially for high-involvement offerings such as culinary experiences in tourist destinations.

The Effect of Location on Purchase Decisions

The second hypothesis states that location has a positive and significant effect on purchase decisions at Nyoman Cafe Jimbaran. The test results show a path coefficient of 0.374, a t-statistic of 3.696 which exceeds 1.96, and a p-value of 0.000 which is below 0.05. This indicates that location has a positive and significant effect on purchase decisions. In other words, the more strategic and attractive the business location, the higher the likelihood of consumers making purchase decisions at Nyoman Cafe Jimbaran.

Within the framework of the Theory of Planned Behavior, location is closely related to perceived behavioral control, which refers to an individual's perception of the ease or difficulty of performing a behavior. A strategic location reduces perceived barriers by improving accessibility and environmental comfort, thereby increasing the probability that intention will be converted into actual behavior. Consumers evaluate factors such as accessibility, parking availability, cleanliness, and overall comfort when forming their perceptions.

Nyoman Cafe's location in the Jimbaran Beach area, offering ocean views and scenic sunsets, provides a unique attraction for consumers. This scenic environment offers anticipated value and a distinctive dining experience that cannot be easily replicated elsewhere. The scenic view becomes a significant added value, as consumers are not only purchasing food but also an experiential dining atmosphere.

In addition, ease of access plays an important role in influencing purchase decisions. Nyoman Cafe is easy to reach and provides a spacious and secure parking area. Its proximity to other tourist attractions in Jimbaran also allows consumers to integrate a visit to the cafe into their travel itinerary, making the location a practical and efficient choice.

These findings are consistent with Tjiptono (2014), who states that a strategic location is one of the key factors in the success of retail and food service businesses. Research by Utomo et al. (2021) also confirms that location has a positive and significant effect on purchase decisions.

The Effect of Online Reviews on Purchase Intention

The third hypothesis proposes that online reviews have a positive and significant effect on purchase intention at Nyoman Cafe Jimbaran. The test results show a path coefficient of 0.189, a t-statistic of 1.636 which is lower than 1.96, and a p-value of 0.102 which is greater than 0.05. These results indicate that online reviews have a positive but not significant effect on purchase intention.

From the perspective of the Theory of Planned Behavior, online reviews are expected to shape positive attitudes that influence behavioral intention. However, the insignificant result suggests that online reviews alone are not strong enough to transform positive attitudes into purchase intention in this context.

This phenomenon may occur because consumers of Nyoman Cafe Jimbaran tend to move directly from exposure to online reviews to actual purchase decisions, bypassing the intermediate stage of purchase intention. Positive online reviews may trigger immediate purchase decisions rather than merely stimulating interest. This reflects impulse buying behavior driven by favorable information.

In culinary tourism settings, consumers are often in a vacation mode, which encourages spontaneous decision making. Positive reviews can directly trigger purchasing behavior without a lengthy intention formation process. This finding differs from Mawa and Cahyadi (2021), who found a significant effect of online reviews on purchase intention in an e-commerce context, highlighting the importance of contextual differences.

The Effect of Location on Purchase Intention

The fourth hypothesis formulated in this study states that location has a positive and significant effect on purchase intention at Nyoman Cafe Jimbaran. The testing results show a path coefficient value of 0.451, a t statistic of $3.882 > 1.96$, and a p value of $0.000 < 0.05$. These results indicate that location has a positive and significant effect on purchase intention. This means that the more strategic and attractive the business location is, the higher the consumer purchase intention toward Nyoman Cafe Jimbaran.

These findings are consistent with the Theory of Planned Behavior, in which location plays a role in shaping positive attitudes toward behavior and strengthening perceived behavioral control. An attractive and easily accessible location is able to form positive consumer attitudes toward the experience to be received, which are then transformed into purchase intention. In addition, ease of access reduces perceived behavioral barriers, making consumers feel more capable of translating their intention into actual behavior.

The location of Nyoman Cafe on the beachfront with a beautiful sunset view is able to attract consumer interest to visit. The romantic and exotic atmosphere offered by this location creates strong destination appeal. Anticipated atmosphere satisfaction plays an important role in forming visit intention, where consumers anticipate the satisfaction they will receive from the dining experience at the location.

Location also interacts with other factors in shaping purchase intention. Convenient parking reduces effort barriers, proximity to hotels around Jimbaran increases accessibility for tourists, and the reputation of the area as a seafood culinary destination strengthens legitimacy. These factors collectively contribute to the formation of strong purchase intention among consumers.

The results of this study are consistent with research by Purwasi et al. (2025), which shows that location has a significant effect on consumer behavior. Research by Wardana et al. (2022) also states that location not only has a direct effect on purchase decisions but also an indirect effect through purchase intention.

The Effect of Purchase Intention on Purchase Decisions

The fifth hypothesis formulated in this study states that purchase intention has a positive and significant effect on purchase decisions at Nyoman Cafe Jimbaran. The testing results show a path coefficient value of 0.135, a t statistic of $1.242 < 1.96$, and a p value of $0.214 > 0.05$. These results indicate that purchase intention has a positive but not significant effect

on purchase decisions. This means that purchase intention does not significantly affect consumer purchase decisions at Nyoman Cafe Jimbaran.

The findings indicate that although customers have a certain level of purchase intention toward Nyoman Cafe Jimbaran, this intention is not strong enough to encourage the emergence of purchase decisions. Within the Theory of Planned Behavior framework, behavioral intention should be a direct predictor of actual behavior. However, the results show that the relationship between purchase intention and purchase decisions is not significant, indicating the presence of other factors that are more dominant in affecting purchase decisions.

This phenomenon can be explained by the fact that in a culinary tourism context such as Nyoman Cafe Jimbaran, consumers often make impulsive purchases without going through a stage of high purchase intention. Situational factors such as being in a tourism area, direct recommendations from online reviews, and the attractiveness of the location are more dominant in affecting purchase decisions than previously formed purchase intention.

Within the TPB framework, it can be interpreted that the attitude component reflected in purchase intention has not fully formed a strong behavioral intention to remain loyal to purchase decisions. Customers may have an intention to visit, but their final decision to purchase is still influenced by other external factors such as subjective norms, including recommendations from friends or family, and perceived behavioral control, including ease of access, time availability, and financial conditions.

The results of this study differ from the findings of Laili and Subkhan (2024), which show that purchase intention has a positive and significant effect on purchase decisions. This difference may be caused by variations in research context, where culinary tourism has more spontaneous decision making dynamics compared to general product purchasing contexts.

The Role of Purchase Intention in Mediating the Effect of Online Reviews on Purchase Decisions

The sixth hypothesis formulated in this study states that purchase intention mediates the effect of online reviews on purchase decisions at Nyoman Cafe Jimbaran. The testing results show a path coefficient value of 0.025, a t statistic of $0.894 < 1.96$, and a p value of $0.371 > 0.05$. These results indicate that purchase intention does not significantly mediate the effect of online reviews on purchase decisions.

These findings can be explained through the perspective of the Theory of Planned Behavior. Within the TPB framework, consumer behavior is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control. In this context, purchase intention represents attitude toward behavior, namely a positive attitude formed based on experience and beliefs toward information obtained from online reviews.

However, because the mediating effect is not significant, it can be interpreted that the positive attitude of customers toward Nyoman Cafe Jimbaran formed through online reviews has not been fully transformed into purchase intention that subsequently drives purchase decisions. This indicates that online reviews have a stronger direct effect on purchase decisions without the need to pass through the purchase intention variable.

In the context of culinary tourism, positive online reviews can directly trigger purchase decisions because consumers are often in a more spontaneous vacation mode. Subjective norms such as recommendations from digital platforms and social influence from other tourists may play a greater role in shaping purchase decisions than a longer process of forming purchase intention.

The results of this study indicate that for a culinary tourism context such as Nyoman Cafe Jimbaran, online review based marketing strategies should focus more on encouraging direct purchase decisions rather than merely building purchase intention. Review content that contains call to action elements and provides practical information on how to visit the location will be more effective in encouraging purchase decisions.

The Role of Purchase Intention in Mediating the Effect of Location on Purchase Decisions

The seventh hypothesis formulated in this study states that purchase intention mediates the effect of location on purchase decisions at Nyoman Cafe Jimbaran. The testing results show a path coefficient value of 0.061, a t statistic of $1.141 < 1.96$, and a p value of $0.254 >$

0.05. These results indicate that purchase intention does not significantly mediate the effect of location on purchase decisions.

The findings show that location does provide a pleasant experience for customers and is able to form purchase intention, but this purchase intention is not strong enough to become a significant mediator in the relationship between location and purchase decisions. Within the Theory of Planned Behavior framework, location can be categorized as an external factor that shapes a positive customer attitude, while purchase intention represents behavioral intention that should encourage actual behavior.

However, because the mediating effect is not significant, it can be interpreted that an attractive location experience is not strong enough to generate purchase intention that subsequently drives purchase decisions in a significant manner. Although customers may be interested in the location of Nyoman Cafe, this factor has not become the main determinant in building purchase decisions through the purchase intention pathway. Location has a stronger direct effect on purchase decisions.

This is in line with the TPB perspective that behavioral intention is influenced not only by positive attitudes but also by individual beliefs and perceived behavioral control. In the context of culinary tourism, consumers who are already present in the Jimbaran tourism area tend to make purchase decisions directly based on the attractiveness of the location they observe, without going through a lengthy process of forming purchase intention.

Mediation through purchase intention becomes particularly important for destinations that require planned visits. However, in the context of Nyoman Cafe Jimbaran, which is located in a tourism area with many spontaneous visitors, an attractive location directly encourages purchase decisions without the need for a significant stage of purchase intention formation. These results indicate that online reviews and location have strong direct effects on purchase decisions without the need to pass through the purchase intention variable.

Table 10. Hypothesis Testing Results.

No	Hypothesis	Result
H1	Online reviews have a positive and significant effect on purchase decisions	Accepted
H2	Location has a positive and significant effect on purchase decisions	Accepted
H3	Online reviews have a positive and significant effect on purchase intention	Rejected
H4	Location has a positive and significant effect on purchase intention	Accepted
H5	Purchase intention has a positive and significant effect on purchase decisions	Rejected
H6	Purchase intention mediates the effect of online reviews on purchase decisions	Rejected
H7	Purchase intention mediates the effect of location on purchase decisions	Rejected

Source: Processed data, 2025.

4. Conclusion

Based on the results of the discussion, several conclusions can be drawn. Online reviews have a positive and significant effect on purchase decisions, indicating that higher-quality, informative, and credible reviews increase the likelihood of consumers making purchase decisions at Nyoman Cafe Jimbaran. These reviews function as social proof that shapes positive consumer attitudes. In addition, location also has a positive and significant influence on purchase decisions. A strategic and attractive location, such as the beachfront setting of Jimbaran Beach with ocean views, sunset scenery, easy access, and adequate parking facilities, serves as a strong attraction that encourages consumers to choose Nyoman Cafe Jimbaran.

Furthermore, online reviews have a positive but not significant effect on purchase intention, suggesting that reviews do not directly encourage consumers to form a prior intention to purchase. This condition reflects the nature of culinary tourism, where consumers tend to make immediate purchasing decisions after being exposed to positive information without a prolonged intention-forming process. Conversely, location has a positive and significant effect on purchase intention, as an appealing beachfront location creates destination attractiveness that stimulates consumer interest.

Finally, purchase intention has a positive but not significant effect on purchase decisions and does not significantly mediate the influence of online reviews or location on purchase decisions. These findings indicate that online reviews and location exert stronger direct effects on purchase decisions. In the context of culinary tourism, consumers often engage in spontaneous purchasing behavior, driven more by digital reputation and direct experience of the location than by a deliberate formation of purchase intention.

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