

The Effect of Service Quality and Customer Reviews on Purchasing Decisions at Ria Cafe Boulevard Pizza in Makassar City

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ABSTRACT

This study aims to analyze the effect of service quality and customer reviews on purchasing decisions at Pizza Ria Kafe Boulevard in Makassar City. This research employed a quantitative approach with an explanatory research design. The sample consisted of 96 respondents selected using accidental sampling. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS version 30. The results showed that service quality had a positive and significant effect on purchasing decisions. Customer reviews also had a positive and significant effect on purchasing decisions. Simultaneously, service quality and customer reviews had a significant effect on purchasing decisions. The coefficient of determination (R^2) of 0.619 indicates that service quality and customer reviews explain 61.9% of the variation in purchasing decisions, while the remaining 38.1% is explained by other factors not examined in this study. Thus, service quality and customer reviews are factors that contribute to consumers' purchasing decisions at Pizza Ria Kafe Boulevard in Makassar City.

Keywords: Service Quality, Customer Review, Purchasing Decision

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INTRODUCTION

Indonesia's culinary industry has experienced substantial growth, particularly in the café and restaurant sectors, intensifying competition among businesses with diverse concepts and offerings. This development has increased the importance of understanding consumer behavior and the factors shaping purchasing decisions. The rapid expansion of digital food-delivery platforms has further transformed consumer purchasing behavior by providing convenient alternatives to conventional dine-in services. In the Indonesian context, (Rakib et al., 2020), highlighted the growing relevance of online food-delivery services in facilitating consumers' access to culinary products and increasing purchasing convenience. Digital platforms such as GoFood, GrabFood, and ShopeeFood also enable consumers to compare menus, prices, ratings, and customer reviews before making purchasing decisions. Consistent with broader evidence on digital consumer behavior, online reviews and electronic word-of-mouth can significantly influence consumers' evaluations and purchase intentions (Qiu & Zhang, 2024; Handoyo, 2024).

Service quality is an important determinant of consumers' purchasing decisions in digital food-delivery services because consumers evaluate not only the food itself but also the quality and reliability of the service experience. Attributes such as responsiveness, reliability, convenience, and ease of transaction can reduce perceived risk and increase consumers' confidence in completing a purchase. Research on online food-delivery services in Indonesia also demonstrates the relevance of service quality to purchase decisions. In addition, Rakib and colleagues' research on digital consumer behavior in Indonesia highlights the growing importance of online food-delivery services as consumers increasingly value convenience and accessibility in purchasing food (Entas et al., 2024).

Beyond service quality, online customer reviews provide an important source of user-generated information during the consumer decision-making process. Reviews enable prospective consumers to access other customers' experiences and evaluate product and service attributes before making a purchase. The informational value of reviews depends not only on their valence but also on their credibility, usefulness, and diagnostic. Credible and informative reviews can reduce uncertainty and facilitate consumers' evaluation of product alternatives, whereas negative or questionable reviews may increase skepticism and discourage purchase. A meta-analysis of 156 studies involving 69,006 observations confirms that online review characteristics significantly influence purchase intention, with review valence, usefulness, and credibility showing particularly strong effects (Qiu & Zhang, 2024). Furthermore, research in the *Journal of Business Research* demonstrates that consumers' perceptions of review credibility influence brand reputation, trust in the review platform, and purchase intentions (Román et al., 2023). Recent evidence also shows that inconsistencies between review ratings and textual comments can reduce review diagnostic and affect product purchase behavior (Sugathan et al., 2024).

Taken together, service quality and online customer reviews represent complementary sources of information in digital food purchasing. Service quality reflects the actual performance of the service provider, whereas customer reviews provide consumers with peer-generated evaluations of previous experiences. Their combined role is therefore particularly relevant in online food-delivery platforms, where consumers often make purchasing decisions without directly experiencing the restaurant or service beforehand.

Pizza Ria Kafe Boulevard is a local culinary business in Makassar City that has been operating in the café and restaurant sector since 1998. Amidst increasingly fierce competition in the culinary industry, the business is required not only to provide high-quality products but also to enhance service quality and maintain its corporate image through customer reviews on digital platforms. Preliminary survey results indicate that the majority of customers base their purchasing decisions on reviews from previous customers found on platforms such as Google Maps, and GrabFood. Conversely, observations reveal disparities in customer assessments regarding service quality specifically concerning service speed, order accuracy, facilities, and employee responsiveness. These findings suggest that both service quality and customer reviews have the potential to influence consumer purchasing decisions.

Although previous studies have established the relevance of service quality and online customer reviews in shaping consumer purchasing behavior, much of the existing evidence has focused on online food-delivery platforms, e-commerce environments, or the broader culinary industry. Recent research confirms that service-related attributes influence consumers' purchase decisions in digital food-delivery contexts, while meta-analytic evidence demonstrates that online reviews significantly affect consumers' purchase intentions through mechanisms such as review credibility, usefulness, and diagnostic (Qiu & Zhang, 2024). This contextual gap provides a basis for examining these relationships at Pizza Ria Kafe Boulevard in Makassar City. Therefore, this study aims to investigate the effects of service quality and online customer reviews on consumers' purchase decisions at Pizza Ria Kafe Boulevard.

METHOD

Research Design

This study employed a quantitative explanatory research design to examine the effects of service quality and online customer reviews on consumers' purchase decisions at Pizza Ria Kafe Boulevard in Makassar City, Indonesia. The explanatory approach was selected because the study aimed to examine the extent to which the two independent variables—service quality and online customer reviews—contribute to variation in consumers' purchase decisions. The study used a cross-sectional survey, in which data were collected from consumers at a single period of observation. The unit of analysis was the individual consumer who had purchased products from Pizza Ria Kafe Boulevard.

Population and Sample

The target population consisted of consumers who had purchased products at Pizza Ria Kafe Boulevard in Makassar City. Because the total number of consumers during the research period was not available as a defined sampling frame, the study used non-probability accidental sampling. Respondents were recruited based on their availability at the research site and their willingness to participate.

A total of 96 respondents were included in the analysis. To be eligible, respondents had to have previously purchased products from Pizza Ria Kafe Boulevard and be willing to provide responses regarding their perceptions of the service received, online customer reviews, and their purchase decisions.

The use of accidental sampling was appropriate for this study because the research population could not be enumerated precisely and respondents were selected directly from consumers encountered at the research location. However, because the sample was non-probabilistic, the findings should be interpreted primarily within the context of the consumers represented in the study rather than generalized to all café consumers in Makassar.

Measurement Instrument

Data were collected using a structured questionnaire developed from the conceptual definitions and established dimensions of the study variables. The

questionnaire consisted of statements measuring three constructs: service quality, online customer reviews, and purchase decisions.

Service quality was defined as consumers' evaluation of the quality of services provided by the café. The measurement covered aspects related to the reliability and responsiveness of employees, assurance, empathy, and tangible aspects of the service environment.

Online customer reviews referred to consumers' perceptions of information and evaluations provided by previous customers through online platforms. The measurement focused on the extent to which reviews were perceived as informative, credible, useful, and relevant when evaluating the café and its products.

Purchase decision referred to consumers' decision to select and purchase products from Pizza Ria Kafe Boulevard after evaluating available information and alternatives.

Responses were measured using a Likert-type scale, with higher scores indicating stronger agreement with the corresponding statement. The questionnaire was reviewed before distribution to ensure that the items were understandable and relevant to the research context.

Data Collection

Primary data were collected through questionnaires distributed to consumers at Pizza Ria Kafe Boulevard. Before completing the questionnaire, respondents were informed about the purpose of the study and the voluntary nature of their participation. Respondents were not required to provide information that could directly identify them.

Questionnaires were collected after completion and examined for completeness. Only responses that could be used for statistical analysis were included in the final dataset, resulting in 96 valid observations.

Data Analysis

The data were analyzed using IBM SPSS Statistics version 30. The analysis consisted of descriptive statistics, instrument testing, and hypothesis testing.

Descriptive analysis was first conducted to describe the characteristics of the respondents and the distribution of responses for each research variable. The quality of the measurement instrument was then assessed through validity and reliability testing before proceeding to inferential analysis.

Because the study examined the effects of two independent variables on one dependent variable, multiple linear regression analysis was employed. The regression model was specified as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where Y represents purchase decision, X1 represents service quality, X2 represents online customer reviews, β_0 represents the constant, β_1 and β_2 represent the regression coefficients, and ε represents the error term.

The t-test was used to assess the partial effect of each independent variable on purchase decisions, whereas the F-test was used to determine whether service quality

and online customer reviews jointly contributed significantly to purchase decisions. Statistical significance was assessed at the 5% significance level ($p < 0.05$).

The coefficient of determination (R^2) was used to assess the explanatory power of the regression model. Based on the results, an R^2 value of 0.619 indicates that service quality and online customer reviews collectively explain 61.9% of the variance in consumers' purchase decisions, while the remaining 38.1% is associated with factors outside the model.

LITERATURE REVIEW

Service Quality

Service quality refers to consumers' evaluation of the quality and performance of services based on their experiences and perceptions of service delivery. In restaurant and food-service contexts, service quality encompasses tangible aspects of the service environment as well as reliability, responsiveness, assurance, and empathy. Recent evidence confirms the relevance of these dimensions in food-service settings, with tangibles, reliability, assurance, and empathy contributing to consumer satisfaction and continued service use (Arli et al., 2024). In the Indonesian small-business context, Afifah, Rakib, and Isma (2024) further demonstrated improvements in reliability, assurance, tangibles, and responsiveness following the implementation of e-commerce, particularly through faster transactions, easier access to information, and more efficient customer communication (Afifah, J. F., Rakib, M., Isma, 2023). Accordingly, this study defines service quality as consumers' evaluation of a café's ability to deliver reliable, responsive, assured, empathetic, and tangible services and adopts these five dimensions to assess service quality at Pizza Ria Kafe Boulevard.

Customer Review

Online customer reviews represent a form of electronic word-of-mouth (eWOM) through which consumers share their experiences and evaluations of products, services, or businesses through digital platforms. These reviews provide prospective consumers with user-generated information that can facilitate product evaluation, reduce uncertainty, and support purchase decisions. Their influence depends on characteristics such as valence, usefulness, credibility, and informational content. A meta-analysis of 156 studies and 69,006 observations confirms that online review characteristics significantly influence purchase intention, particularly review valence, usefulness, and credibility (Qiu & Zhang, 2024). The importance of credibility is further demonstrated by Román et al. (2023), who found that perceived review credibility influences brand reputation, trust, and purchase intentions. In the Indonesian culinary context, (Fitrah, Rakib, M., Agus, 2026) also demonstrated that digital testimonials contribute to consumers' purchasing decisions in Makassar. Therefore, this study defines online customer reviews as consumer-generated evaluations communicated through digital platforms and assesses their informational value, credibility, usefulness, and relevance in the purchase decision process.

Purchase Decisions

Purchase decision refers to the process through which consumers evaluate available information and alternatives before selecting and purchasing a product or service. In this process, consumers may consider their needs, available information, perceived benefits, and evaluations of alternative offerings before reaching a purchase choice. In digital consumption environments, this decision-making process is increasingly influenced by information obtained from online platforms, including user-generated content, ratings, and digital testimonials. Recent research in the culinary sector confirms that digital information can play an important role in shaping consumers’ purchasing decisions. Fitrah, Rakib, and Agus (2026), for example, found that digital testimonials significantly influenced Gen Z consumers’ purchasing decisions in a culinary business in Makassar, with testimonials emerging as one of the dominant factors affecting purchase decisions (Fitrah et al. (2026).

The purchase decision process can therefore be understood as a sequence of cognitive and evaluative activities through which consumers recognize a need, seek and process relevant information, compare alternatives, make a purchase choice, and evaluate the resulting experience. Recent research on digital consumer decision-making similarly demonstrates that consumers actively use information available through digital channels when evaluating alternatives and making purchasing choices (Gurtner et al., 2025). Accordingly, this study conceptualizes purchase decision as the consumer’s final choice to purchase products from Pizza Ria Kafe Boulevard after considering relevant information and evaluating available alternatives. The measurement focuses on consumers’ perceived suitability of the product to their needs, perceived benefits, confidence in their product choice, and intention to repurchase.

RESULTS AND DISCUSSION

Result

Validity Test

Table 1. Validity Test Results				
Variable	Item	Calculated R	R Table	Description
Service Quality (X1)	X1.1	0,691	0,201	Valid
	X1.2	0,634		Valid
	X1.3	0,555		Valid
	X1.4	0,618		Valid
	X1.5	0,815		Valid
	X1.6	0,763		Valid
	X1.7	0,748		Valid
	X1.8	0,684		Valid
	X1.9	0,773		Valid
	X1.10	0,709		Valid
Customer Review (X2)	X2.1	0,679	0,201	Valid
	X2.2	0,742		Valid
	X2.3	0,747		Valid
	X2.4	0,723		Valid
	X2.5	0,720		Valid

	X2.6	0,783		Valid
	X2.7	0,781		Valid
	X2.8	0,542		Valid
Purchase Decision (Y)	Y.1	0,699	0,201	Valid
	Y.2	0,767		Valid
	Y.3	0,680		Valid
	Y.4	0,718		Valid
	Y.5	0,823		Valid
	Y.6	0,828		Valid
	Y.7	0,696		Valid
	Y.8	0,720		Valid

Source: SPSS version 30 data processing, 2026

Based on Table 1, the validity test results indicate that all statements regarding the variables of Service Quality, Customer Reviews, and Purchase Decisions yielded calculated r-values greater than the r-table value of 0.201. This demonstrates that all statement items met the validity criteria; consequently, all indicators in this study are deemed valid and suitable for use as research instruments.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Note
Service Quality	0,883	>0,60	Reliable
Customer Review	0,869		Reliable
Purchase Decision	0,881		Reliable

Source: SPSS version 30 data processing, 2026

Based on the reliability test results presented in Table 2, the variables Service Quality (X1), Customer Review (X2), and Purchase Decision (Y) obtained Cronbach's Alpha values of 0.883, 0.869, and 0.881, respectively. All these Cronbach's Alpha values exceed 0.60. Thus, it can be concluded that all variables in this study meet the reliability criteria. These results indicate that the research instrument possesses a good level of internal consistency; consequently, all statement items for each variable are deemed reliable and suitable for use in data collection.

Descriptive Statistical Analysis

Table 3. Descriptive Statistics Results for Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	96	25.00	39.00	31.1667	2.94034
Customer Review	96	16.00	32.00	25.2500	3.15895
Purchase Decision	96	20.00	32.00	25.8437	2.93196
Valid N (listwise)	96				

Source: SPSS Version 30 Data Processing, 2026

Based on Table 5 above, it can be observed that:

a. Data Description for the Service Quality Variable (X1)

The Service Quality variable shows a minimum value of 25 and a maximum value of 39. The minimum value represents the lowest score obtained from respondents' answers to statements regarding service quality, while the maximum value represents the highest score obtained by respondents for this variable. The mean value for the service quality variable is 31.16, with a standard deviation of 2.940. These figures indicate that respondents' scores for the service quality variable tend to cluster around the mean, with a relatively low level of data dispersion.

b. Data Description for the Customer Review Variable (X2)

The Customer Review variable shows a minimum value of 16 and a maximum value of 32. The minimum value represents the lowest score obtained from respondents' answers to statements regarding customer reviews, while the maximum value represents the highest score obtained by respondents. The customer review variable has a mean value of 25.25, with a standard deviation of 3.159. This indicates that respondents' scores for the customer review variable tend to cluster around the mean, with a relatively low level of data dispersion.

c. Data Description for the Purchase Decision Variable (Y)

The Purchase Decision variable shows a minimum value of 20 and a maximum value of 32. The minimum value represents the lowest score obtained by respondents regarding statements on purchase decisions, while the maximum value represents the highest score obtained by respondents for this variable. The mean value for the purchase decision variable is 25.84, with a standard deviation of 2.932. These figures indicate that respondents' scores for the purchase decision variable tend to cluster around the mean, with a relatively low level of data dispersion.

Table 4. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.431	2.020		.709	.480
Service Quality	.544	.083	.546	6.525	<.001
Customer Review	.296	.079	.315	3.768	<.001

a. Dependent Variable: Purchase Decision

Source: SPSS Version 30 Data Processing, 2026

Based on the multiple linear regression analysis results, Service Quality and Customer Review have a positive and significant partial effect on the Purchase Decisions of consumers at Pizza Ria Kafe Boulevard in Makassar City. This is indicated by the calculated t-values of 6.525 for Service Quality and 3.768 for Customer Review, with significance values of <0.001 for both which is less than 0.05. Consequently, H_0 is rejected and H_a is accepted. This means that Service Quality and Customer Review have a positive and significant partial effect on Purchase Decisions.

Table 5. F-Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	505.734	2	252.867	75.635	<.001 ^b
	Residual	310.922	93	3.343		
	Total	816.656	95			

a. *Dependent Variable: Purchase Decision*

b. *Predictors: (Constant), Customer Review, Service Quality*

Source: SPSS Version 30 Data Processing, 2026

Based on Table 5, a significance value of < 0.001 was obtained. Since the significance value is < 0.05 , H_0 is rejected and H_a is accepted. This means it can be concluded that the variables Service Quality and Customer Reviews simultaneously have a significant effect on Purchase Decisions among consumers of Pizza Ria Kafe Boulevard in Makassar City.

Table 6. Model Summary - Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.611	1.828

a. **Predictors: (Constant), Customer Review, Service Quality**

Source: SPSS Version 30 Data Processing, 2026

Based on the model summary in Table 6, an R value of 0.787 was obtained, indicating a strong relationship between Service Quality and Customer Reviews regarding Purchase Decisions. The R-Square value of 0.619 signifies that these two variables influence 61.9% of the purchase decisions made by consumers of Pizza Ria Kafe Boulevard in Makassar City, while the remaining 38.1% is influenced by other variables not examined in this study.

DISCUSSION

The Influence of Service Quality on Purchase Decisions

The regression results demonstrate that service quality has a positive and significant effect on consumers' purchase decisions at Pizza Ria Kafe Boulevard ($\beta = 0.544$; $t = 6.525$; $p < 0.001$), supporting H1. The positive regression coefficient indicates that improvements in perceived service quality are associated with stronger purchase decisions. This finding suggests that consumers are more likely to choose the café when they perceive the service as reliable, responsive, convenient, and capable of meeting their expectations. In a restaurant setting, service quality can reduce uncertainty and increase consumers' confidence in selecting a particular establishment, particularly when consumers evaluate not only the food but also the overall service experience.

This finding is consistent with recent evidence from food-service research. Entas et al. (2024) found that service quality significantly contributed to consumers' purchase decisions when using GoFood, alongside factors such as delivery reliability, food quality, menu variety, and price (Entas et al., 2024). Similarly, a 2024 study of restaurant consumers found that service quality had a positive and significant effect on

purchase decisions, indicating that reliable and responsive service is an important consideration in restaurant selection (Novrianda & Fitri, 2024).

The finding is also supported by research involving Muhammad Rakib in the Indonesian small-business context. Afifah, Rakib, and Isma (2024) demonstrated that improvements in e-commerce implementation enhanced several dimensions of service quality, particularly reliability, assurance, tangibles, and responsiveness, by facilitating transactions, access to information, and communication with customers (Afifah, J. F., Rakib, M., Isma, 2023). Furthermore, Nanna, Rakib, and Syam (2025) reported that the implementation of a Voice of Customer system in a culinary business improved service quality through faster responses to complaints, timely service, and greater consistency in service delivery (Nanna, J., Rakib, M. Syam, 2025). These findings provide contextual support for the present result, suggesting that responsive and reliable service can strengthen consumers' evaluations of a culinary business and contribute to favorable purchasing decisions.

Overall, the relatively strong positive coefficient obtained in this study ($\beta = 0.544$) indicates that service quality is an important predictor of purchase decisions at Pizza Ria Kafe Boulevard. From a managerial perspective, maintaining responsiveness, reliability, employee courtesy, and a satisfactory physical service environment may therefore be important for encouraging consumers to complete their purchases and return to the café.

The Influence of Customer Reviews on Purchase Decisions

The results of the multiple linear regression analysis demonstrate that customer reviews have a positive and significant effect on consumers' purchase decisions at Pizza Ria Kafe Boulevard ($\beta = 0.296$; $t = 3.768$; $p < 0.001$), supporting H2. The positive regression coefficient indicates that more favorable and informative customer reviews are associated with stronger purchase decisions. This finding suggests that reviews provide consumers with additional information about the product and service experience, enabling them to evaluate the café before making a purchase and reducing uncertainty associated with their choice.

This finding is consistent with recent international evidence demonstrating the important role of online reviews in consumer decision-making. Qiu & Zhang (2024), based on a meta-analysis of 156 studies involving 69,006 observations, found that multiple characteristics of online reviews significantly influence purchase intention. Among these characteristics, review valence, usefulness, credibility, and ratings showed meaningful associations with consumers' purchase-related responses. These findings suggest that consumers do not merely encounter reviews as additional information but use their content and perceived credibility as evaluative cues when comparing alternatives. More recent evidence also shows that review ratings can influence consumers' purchase decisions, particularly when consumers rely on easily accessible rating information as a cognitive shortcut in evaluating restaurants (Zhang et al., 2024; Ahn & Lee, 2024; Nguyen & Sheffler, 2026).

The present finding is particularly relevant to the culinary context in Makassar. Fitrah et al. (2026) found that digital testimonials had a positive and significant influence on purchasing decisions among consumers of a culinary business in Makassar, with

testimonials emerging as the more dominant predictor compared with TikTok content. Although digital testimonials are not identical to online customer reviews, both represent forms of consumer-generated information that allow prospective customers to learn from previous consumers' experiences. This contextual evidence strengthens the interpretation that consumer-generated evaluations are relevant to purchasing decisions in the local culinary market.

The positive effect identified in the present study therefore indicates that customer reviews can function as an important informational cue in the decision-making process at Pizza Ria Kafe Boulevard. Positive reviews may strengthen consumers' confidence in the quality of the food and service, whereas unfavorable reviews may increase perceived risk and encourage consumers to reconsider their choice. From a managerial perspective, the café should therefore not only focus on delivering satisfactory service but also actively manage the customer experience that generates positive and credible online reviews. Encouraging genuine customer feedback and responding appropriately to negative reviews may help strengthen consumers' confidence and support future purchase decisions.

The Influence of Service Quality and Customer Reviews on Purchase Decisions

The multiple linear regression results demonstrate that service quality has a positive and significant effect on consumers' purchase decisions at Pizza Ria Kafe Boulevard ($\beta = 0.296$; $t = 6.525$; $p < 0.001$), supporting H1. This finding indicates that improvements in consumers' perceptions of service quality are associated with a greater likelihood of choosing and purchasing products from the café. In a restaurant context, consumers evaluate not only the products offered but also the quality of their overall service experience, including reliability, responsiveness, assurance, empathy, and the physical service environment. High-quality service can therefore strengthen consumer confidence, reduce uncertainty, and create a more favorable evaluation of the restaurant, ultimately facilitating purchase decisions.

This finding is consistent with recent international research demonstrating the importance of service quality in food-service environments. Arli et al, (2024), for example, found that several SERVQUAL dimensions—particularly tangibles, reliability, assurance, and empathy—were important in shaping consumers' satisfaction and continued use of online food-delivery services. Similarly, research published in the British Food Journal in 2026 identified service-quality dimensions such as food quality, customer support, and application functionality as important components of consumers' evaluations and subsequent behavioral intentions in online food-delivery services (Thuannadee & Praneetpholkrang, 2026). These findings support the broader argument that consumers' perceptions of service performance can translate into favorable behavioral responses.

The present finding is particularly relevant to the Indonesian culinary context. Afifah et al. (2023) reported improvements in reliability, assurance, tangibles, and responsiveness following the implementation of e-commerce, particularly through more efficient transactions, improved access to information, and better customer communication. Furthermore, Nanna, J. et al. (2025) found that the implementation of a Voice of Customer system in a culinary business improved service quality through

faster responses to complaints, timely service, and greater consistency in service delivery. Although these studies did not examine Pizza Ria Kafe Boulevard specifically, they provide contextual evidence that responsiveness, reliability, and consistency are important aspects of service performance in Indonesian culinary businesses.

The relatively strong positive effect observed in the present study suggests that service quality represents an important consideration in consumers' purchase decisions at Pizza Ria Kafe Boulevard. From a managerial perspective, the café should therefore maintain reliable service procedures, respond promptly to customer needs, ensure courteous and competent employee interactions, and provide a comfortable physical environment. These improvements may strengthen consumers' overall service evaluations and increase their willingness to choose the café when making purchasing decisions.

CONCLUSION AND RECOMMENDATIONS

This study concludes that service quality and customer reviews play important roles in shaping consumers' purchase decisions at Pizza Ria Kafe Boulevard in Makassar City. Consumers are more likely to choose the café when they receive reliable, responsive, and satisfying services that meet their expectations. At the same time, customer reviews provide valuable information that helps prospective consumers evaluate the café and increase their confidence before making a purchase.

The findings also indicate that service quality and customer reviews complement each other in the consumer decision-making process. While service quality reflects consumers' direct experiences with the café, customer reviews provide additional information based on the experiences of other consumers. Therefore, maintaining consistent service quality while fostering positive and authentic customer experiences can strengthen the café's attractiveness and encourage purchasing decisions.

From a practical perspective, Pizza Ria Kafe Boulevard should focus on delivering consistent, responsive, and customer-oriented services while actively using customer feedback as a basis for service improvement. Building positive customer experiences is particularly important because satisfactory experiences can generate favorable reviews, which in turn can influence prospective consumers. Integrating service improvement with effective management of online customer feedback can therefore provide a sustainable approach to strengthening consumer purchasing decisions.

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