

Analysis The Influence of Trust on Wow With Congruence and Attitudes As Variables Intervening (Case Study on Go-Food Services in the Special Region of Yogyakarta)

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Abstract

Study This aims To analyze the influence of trust on word of mouth (WOM) with congruence and attitudes as intervening variables, with studies of cases of Go-Food service in the Special Region of Yogyakarta. In this context, trust is considered factor main influencing factor in consumer WOM behaviour, while congruence (appropriateness) between expectations and experiences) as well as attitudes, play a role as a mediator that connects trust with WOM. This research uses a method with technique data collection through a survey of Go-Food users in the Special Region of Yogyakarta, with as many as 340 respondents. The sampling technique used a non-probability sampling technique using the purposive sampling method, which was then processed using the PLS-SEM statistical analysis tool using SmartPLS software version 3.0. The results of the study show that trust's influence was significantly positive towards WOM, both in a way direct and also through attitude consumers as intervening variables. In addition, congruence is also proven to mediate the connection between trust and attitudes, which in turn increases the trend for consumers to share experience positive about the Go-Food service. Implications from findings are important for the company to maintain and improve the level of trust of consumers, create appropriate experiences with hope, and build attitude positive customers to strengthen WOM. This research contribution to the development of marketing strategy based on connections between consumers, in particular in industry service application messages between food.

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Keywords: *Trust, Word of Mouth, Congruence, Attitudes, and Go-Food Services.*

INTRODUCTION

The development of technology today is very closely related to the internet. This can provide changes in social life in society, change the way a person communicates, and open up different business opportunities (Arumsari & Ariyanti, 2017). Along with the increasing ease and speed of internet access, business activities have shifted from *offline* to *online shopping* (Quora, 2017). According to research conducted by Rita et al. (2019) stated that customers started shopping *online rather than coming to a physical store directly, so that online-* based businesses continue to develop over time. The tendency of internet usage has move become a need for everyone; almost all need somebody can fill via the Internet.

The internet is already widely known by the public; this is evidenced by the number of Internet users in Indonesia each year. The APJII report states that of the total population of Indonesia, which reached 266.91 million people, 196.71 million of them have used the internet network throughout 2023-2024 (APJII, 2024). Compared to the previous year, the growth in internet usage in 2023 was 27.9 million, according to (APJII, 2024). This certainly opens up very profitable business opportunities because it has increased the contribution of internet user penetration by 0.2% from 2023-2024.

Along with the more rapid progress in the world of technology moment, the need will convenience in accessing and utilizing technology information to fulfil the needs of the public increased. One of them is the utilization of internet media (online) to obtain information. In five years lately, Indonesia has entered online business types based on application *mobile smartphones* like *Grab, Go-Jek, JegerTaksi, BlueJek* and others. Conveniences the in a way No directly, giving influence to Indonesian economy through openness diverse opportunity efforts that can be done by businessmen local even though. One of the fields growing business rapidly in this internet era is the culinary business.

The more development of business culinary especially in cities big a number of years final This because of the need for public urban areas that are increasingly increasing. With busyness work, those who are increasingly tall make they more and more often order food from the outside house. The Special Region of Yogyakarta is known as city student and is one objective tourism in Indonesia that has Lots very object tourism. With matter said, the Yogyakarta Special Region Government saw an existing opportunity to make sector tourists, including in sector featured. The number visit tourists who come

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to the Special Region of Yogyakarta in 2023 is less than 2.4 million visitors; as many as 190,000 of them are tourists who come from from abroad. This proves that tourists who come amount to more by 18% compared to 2022 (Central Statistics Agency, 2022). The increase amount students and also tourists visiting the Special Region of Yogyakarta is said to become an opportunity for growth tour culinary, with thus impact positive for the economy public around.

The researcher took the research area of the Special Region of Yogyakarta because it indicates that Lots of society, which is known, originates from areas outside living rented, boarding houses, or even dormitories. Activities and life-dense social in society make them usually want something practical in matter fulfillment, like food. This is one of the trigger improvements alone related to the development of service *delivery orders* for online applications.

Simultaneously with highly developed technology moment,, business food can use the sales process online. Technology Now the more developing which makes it easier We in do Lots activity so that can shorten time and can do work others. In line with the matter, Rakhmawati (2019) revealed. If existence progresses, technology the more rapid in the news Want to Want No to sue the perpetrators struggle to be able to understand and also utilize in operate business as one of the business increase Power competitive. Technology is increasingly developing to make entrepreneur's food also utilizes selling online. This is expected can help increase the income of entrepreneurs in the field of culinary. In addition to being expected can help regarding revenue, sales online also felt more effective and efficient.

Restaurant and SME industry culinary become a solution in a matter of fulfilling the need for food for consumers who need to be more capable of preparing the food themselves. Some businessmen in the field of *food and drink* do one innovation given consumers, which is one of them is convenience in the process of delivery and presentation of food to consumers. Along with the need perpetrator business culinary that requires convenience in the process of delivery of food and also consumers who have limitations in fulfillment need food, service *food delivery* presents give solution.

GO-JEK, when we see an opportunity, the Hope Service Go Food can be one of the intermediaries For introducing as well as giving information to citizens, good inhabitants, locals and also travelers about diverse food in Indonesia. In practice, *Go-food* Work promotes rich Indonesian food. Especially in the Special Region of Yogyakarta, *Go-food*, which originated from the GO-JEK application, is not just a provider of services that

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deliver sell buy culinary but is also very helpful to public promote food for sale. Go-food provides *food delivery* using a *smartphone* that is already equipped with the GOJEK application; with the open feature, *Go-food* on the application says that consumers can easily order food.

Food that has been chosen will ordered and delivered in a way directly by GOJEK *drivers*. Here are a number of *brand* that opens service *delivery order* food, including:

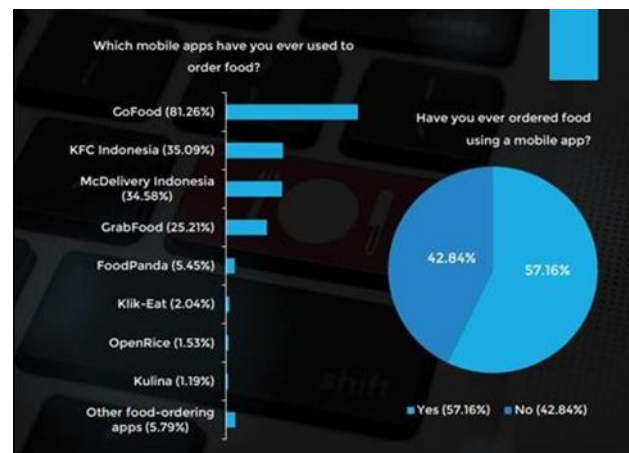


Figure 1 Survey of Food Delivery Services via Mobile Applications

Source: Daily Survey Data Social 2023 (www.dailysocial.id)

Based on the survey in Figure 1 conducted by dailysocial.id in 2023 above, it shows that as many as 57.16% of people have used mobile applications to order food. The percentage of the community that uses the application *Go Food* by 81.26%. This is the percentage highest compared to other applications. Then, in order, second is KFC Indonesia at 35.09%, which is in line with position second. Next, in position third occupied by *McDelivery* Indonesia at 34.58%. Then, in order, fourth is service *Grab Food* For order food that only by 25.21%.

Entrepreneurs who have limited funds and want to follow in developing a delivery order service choose to join together *Go Food* as a solution alternative that can help businessmen culinary. With matter said, entrepreneurs food can still enjoy service *delivery orders* without having to add workers or employees. In addition, services service *go food*. This can also be assessed as a very helpful alternative, making things easier and more profitable For fulfilling the need for food or drink (Widyayanti & Insiatiningsih,

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2021). Research conducted by Preasetianto et al . (2021) shows meaningful results If service *Go Food* is influential and significant to increasing sale culinary in the Special Region of Yogyakarta. Research conducted by Cahya et al. (2021) shows results that the service *Go Food* plays a very important role in efforts to increase sales culinary. Some of the important factors that influence online shopping behaviour are trust, *congruence*, and *attitude* and because these factors have a significant relationship with customer satisfaction and repurchase intentions (Rita et al., 2019).

Trust plays a role in the buyer's intention to recommend the brand or service to others (Punyatoya, 2019). Customers who have a better understanding and trust in the attributes of the shopping object will easily recommend the service to others through word of mouth or called *word of mouth*. Therefore, it is important for marketers to build customer trust (Sullivan & Kim, 2018). In line with that, Trivedi and Yadav (2020) explained that trust is an important predictor of the impact of *word of mouth*. *WoM* is one of the ways that has the greatest influence on people and persuades people to buy products or services more than other advertisements because people usually believe what they hear directly from others. In general, customers need information sharing as part of relationships and tend to listen to friends, relatives, and advice from colleagues, more than advertisements in mass media (Shirkhodaie & Deylami, 2016).

Apart from the importance of building trust in a brand, *congruence* is also a key factor in forming positive WOM. *Congruence has been shown to increase sponsorship effectiveness and perceptions of service performance*, as well as being an important factor in increasing loyalty through credibility and trust in the brand (Alguacil et al., 2020). In this context, with the suitability between *Go Food* services and what customers order, customers feel satisfied and have an impact on positive WOM. This is because *Go Food* services are considered trustworthy and reliable in fulfilling *customer orders*.

Trust and *congruence* factors and attitude factors are also important to consider. According to Foroudi (2019), this attitude is formed from consumer assessments of the beliefs and associations held by the brand, which then affect brand trust and reputation. When consumers receive information from a brand, they process the information and form an attitude, be it positive or negative (Alexandris et al., 2008). So, in this context, the quality of service provided by *Go Food* to customers can be assessed from customer trust in the Gojek brand, starting from the suitability of customer orders in the application with the reality brought by Gojek drivers, as well as from the attitude of Gojek drivers when giving orders to customers, this has an impact on the formation of WOM.



WoM is one of the ways that has the greatest influence on people and persuades people to buy products or services more than other advertisements because people usually believe what they hear directly from others. In general, customers need information sharing as part of relationships and tend to listen to friends, relatives, and advice from colleagues more than advertisements in mass media (Shirkhodaie & Deylami, 2016).

Objectives

This article intends

1. To find out the influence of *trust* towards *congruence*.
2. To find out the influence of *trust* on *attitudes*.
3. To find out the influence of *congruence* on *attitudes*.
4. To determine the effect of *congruence* towards WOM.
5. To determine the influence of *attitudes* on WOM.

METHOD

This study aims to empirically test the relationship of variables that have been stated in the research framework. Therefore, the form of research approach that the author uses in this study is a quantitative approach. The location of this research is in the Special Region of Yogyakarta. The reason the researcher chose this location was to make it easier for the researcher to research because the subjects needed were the people of the Special Region of Yogyakarta who made delivery orders through the *Go Food* service provided by the Gojek application.

The population in this study is the people of the Special Region of Yogyakarta who have the Gojek application. The sample in this study was the people of the Special Region of Yogyakarta who have the Gojek application and use the *Go-Food service feature at least 2x a month as a place to order food or drinks*. For the determination of the number of samples, researchers used the Musannip & Siregar method (2021), which depends on the number of parameters used in this study. The indicators in this study amount to 13 questions, so the minimum and maximum number of samples in this study are a minimum of 170 and a maximum of 340. The sampling technique in this study is *non-probability sampling with a purposive sampling* technique. The criteria for this study are domiciled in the Special Region of Yogyakarta, have the Gojek application and use the Go-food feature to order food or drinks at least 2 times a month.



RESULTS AND DISCUSSION***Characteristics Respondents***

Based on the research results, the characteristics of the respondents are described as follows:

Table 1. Respondent Characteristics

Category	Percentage
Gender	
Man	49.7%
Woman	50.3%
Age	
>30 years	2.9%
26 – 30 years	16.5%
22 – 25 years	26.8%
18 – 21 years	53.8%
Work	
Self-employed	2.6%
Civil Servants/TNI/POLRI	14.7%
Students	55.3%
Employee Private	25.9%
Other	1.5%
Income	
> 5 million	28.2 %
4 – 5 million	27.9%
2 – 3 million	43.8%
Domicile of the Special Region of Yogyakarta	
Yes	100%
No	0%
Have the application Gojek and use Go-Food features	
Yes	100%
No	0%
Intensity use of Go-Food service in One month	
2 – 3 times	59.7%
4 – 5 times	32.1%
> 5 times	8.2%



Based on the characteristics of respondents, the majority are females aged 18 - 21 working as students. The majority earn 2 – 3 million rupiah and use Go-Food 2 – 3 times per month.

Model Evaluation

The evaluation of the measurement model is tested with several indicators, including convergent validity, discriminant validity, and reliability. The measurement model is calculated using the *PLS Algorithm*. Based on the convergent validity test, it is known that the *loading value factor* The results of each indicator are more than 0.7 and the AVE value is more than 0.5 so that the indicators used are declared valid to measure the latent variables. The results of the discriminant validity test show that the *cross-validity value loading* on each item has a value > 0.70, and each item has the largest value when connected to its latent variable compared to when connected to other latent variables. This shows that each variable in this study has correctly explained its latent variable and proves that the *discriminant validity* of all items is valid.

Reliability in PLS using *Cronbach's value alpha* and *Composite reliability*. The results of the data analysis obtained composite values *reliability* for all research variables > 0.7 and Cronbach Alpha > 0.7. This result shows that each variable has fulfilled the *composite reliability* and *Cronbach alpha*, so it can be concluded that all variables have a high level of reliability. So that further analysis can be carried out by checking the *goodness of fit* model by evaluating the *inner model*.

Testing of the *inner model* or structural model is carried out to see the relationship between constructs, significance values and *R-square* from the research model. The structural model of this research is as follows (Figure 2):

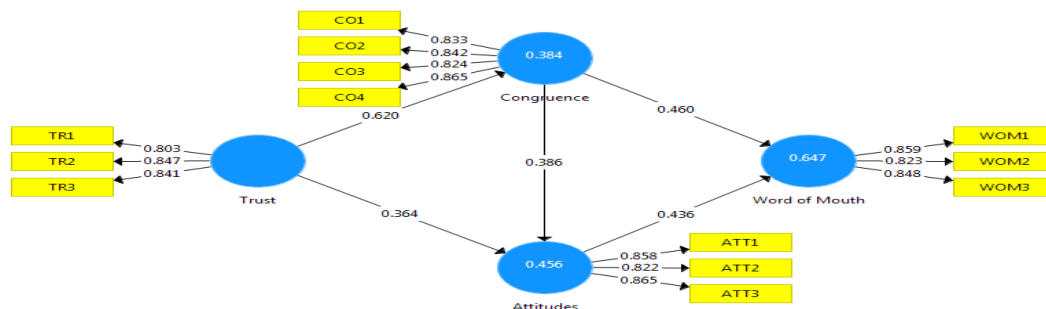


Figure 2. Structural Model

Evaluation of the PLS structural model begins by looking at the *R-square* of each dependent latent variable. Table 2 shows the result of the *R-square estimate* using PLS.

Table 2. Square Test Results

Variables	<i>R-Square</i>	<i>R-Square Adjusted</i>
Attitudes	0.456	0.452
Congruence	0.384	0.382
Word of Mouth	0.647	0.645

Table 2 above shows the *R-square value* of each variable, which shows that attitudes variables can be explained with variable free by 45.6%, the congruence variable by 38.4%, and WOM by 64.7%. The remaining variables are not explained in the study.

Next, it q-square test is done to measure how well the model generates the observation values and also its parameter estimates. The results of the Q- Q-square analysis are as follows:

Table 3. Predictive Relevance

Variables	$Q^2(=1-SSE/SSO)$	Information
Attitudes	0.316	Own predictive relevance value
Congruence	0.254	Own predictive relevance value
Word of Mouth	0.448	Own predictive relevance value

Based on the data presented in the table above, the Q square value on the dependent variable is > 0 . Thus, this study has a good observation value because the Q square value is > 0 (zero).

The next test is the F2 value test ^{to} test the strength of the influence of each explanatory variable on the dependent variable in the structural model. The F2 value ^{is} shown in Table 4 below:

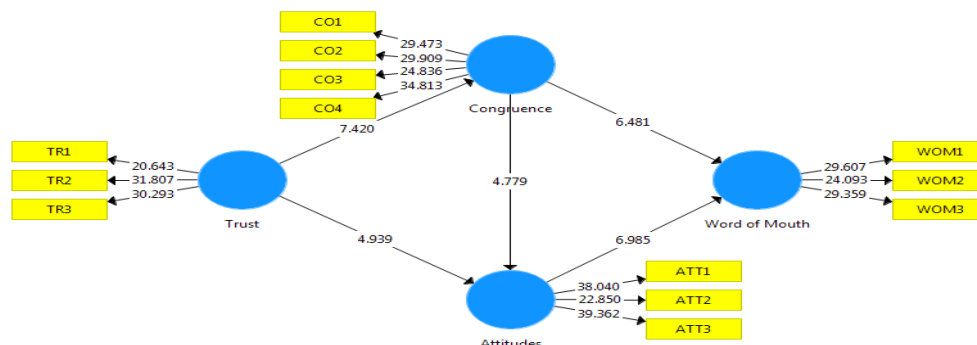


Table 4. F₂ Model Values

Relation	F value ²	Information	Effect
CO -> ATT	0.168	$0.15 < F_2 < 0.35$	Currently
TR -> ATT	0.150	$0.02 < F_2 < 0.15$	Weak
TR -> CO	0.623	$F_2 > 0.35$	Strong
ATT -> WOM	0.336	$0.15 < F_2 < 0.35$	Currently
CO -> WOM	0.376	$F_2 > 0.35$	Strong

The goodness of fit model test, based on F value ², shows one weak relation, two moderate relations, and two strong influences. So, based on the F₂ test results, the model built already fits.

Next, the structural relationship model test is conducted to explain the relationship between the variables in the study. The results of the structural model test are presented in Figure 3 and Table 5 below:

**Figure 3. Hypothesis Testing Results****Table 5. Hypothesis Testing**

Variables	Sample Original (O)	T Statistics(O/STDEV)	P Values	Information
Attitudes → Word of Mouth	0.436	6.985	0.000	Accepted
Congruence → Attitudes	0.386	4,779	0.000	Accepted
Congruence → Word of Mouth	0.460	6,481	0.000	Accepted
Trust → Attitudes	0.364	4.939	0.000	Accepted

Trust → Congruence	0.620	7,420	0.000	Accepted
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The Influence of Trust on Congruence

Test results of the first hypothesis, namely The Influence of Trust on Congruence, show a mark coefficient of 0.620 value, *p-values* of $0.000 < 0.05$, and t- t-statistics of $7,420 > 1,960$. The results show that Trust Matters Against Congruence. So, the hypothesis that states that “Trust Influences Positive and Significant Against Congruence” is accepted.

The results of this study are in accordance with Alguacil et al. (2021), who found that brand trust has a positive effect on *congruence*. The rationale is that when consumers have high trust in a brand, they tend to see the brand as more relevant to their values, preferences, or needs. Likewise, Ishak & Luthfi (2011) stated that when consumers trust a brand, they feel confident that the brand will meet their expectations, and they will create the perception that the brand is in line with their desires or values, known as *congruence*.

Furthermore, Susanto & Wijarnako (2004) support this finding by stating that trust in a brand makes consumers more likely to ignore negative information or minor inconsistencies related to the brand so that they focus more on aspects that match their expectations, which ultimately increases the fit between their preferences and the brand. In line with Didin & Ben-Roy (2017) who stated that when there is a high level of trust in society, *congruence* increases. So, the greater the consumer's trust in a brand, the higher the likelihood that they will feel that the brand is suitable or in line with their preferences and needs.

The influence of trust on congruence in GoFood services is very important. High customer trust will increase expectations of the suitability of the services provided, while experiences that match these expectations will further strengthen trust. Therefore, GoFood needs to maintain consistency in presenting services that meet customer expectations to build mutually beneficial relationships and increase customer satisfaction.

The Influence of Trust on Attitudes

Test results hypothesis second, namely The Influence of Trust on Attitudes, shows a mark coefficient of 0.364 value, *p-values* of $0.000 < 0.05$, and t- t-statistics of $4,939 > 1,960$. The results show that Trust Matters Towards Attitudes. So, the hypothesis that states that “Trust Influences Positive and Significant Against Attitudes” is accepted.



The results of this study are in accordance with Alguacil et al. (2021), who found that *trust* has a positive influence on consumer *attitudes* towards a brand or product. When consumers trust a brand, they tend to develop more positive perceptions and feel secure that the brand will fulfil its promises, resulting in a positive attitude towards the brand (Adhari, 2021).

Nurjanah (2019) supports these results by stating that trust can reduce the perception of risk felt by consumers when making purchases so that consumers feel confident that the brand will provide reliable products or services. Consumer concerns about potential problems are also reduced, making them more comfortable and satisfied, which in turn forms a positive attitude (Wulandari et al., 2023). In short, *trust* plays an important role in forming positive attitudes towards brands by increasing confidence, reducing risk, and building satisfying and sustainable relationships.

Trust is a major factor that can influence consumer attitudes toward this service. In the context of GoFood services, attitudes refer to customers' perceptions, evaluations, and emotional responses to the platform, which can influence their decision to continue using the service or switch to a competitor. Customers who feel confident in GoFood tend to have a positive attitude toward the service. This trust can create a higher sense of security, comfort, and satisfaction. For example, customers who feel confident that GoFood will deliver food as promised, on time, and in good condition will have a more positive attitude toward the platform. They are more likely to give high ratings, recommend GoFood to others, and use the service more often.

For this reason, GoFood needs to continue maintaining and increasing customer trust by providing consistent, safe, and satisfying services, in order to create a sustainable positive attitude among its users.

The Effect of Congruence on Attitudes

Test results hypothesis third, namely The Influence of Congruence on Attitudes, shows a mark coefficient of 0.386 value, *p-values* of $0.000 < 0.05$, and t-statistics of $4,779 > 1,960$. The results show that Congruence is Influential toward attitudes. So, the hypothesis that states that "Congruence Matters" Positively and Significant Against Attitudes" is accepted.

The results of this study are in line with the results of research conducted by Alguacil et al. (2021), who found that *congruence* has a positive influence on consumer *attitudes*. The rationale is that when consumers feel that a brand or product is in line with their



values, needs, or identity, they tend to develop more positive attitudes. In accordance with Chandra (2021), stated that if consumers feel that a brand or product reflects their values or matches their identity, they will feel more connected to the brand. This congruence fosters harmony, thus forming a positive attitude because consumers see the brand as a representation of who they are or what they value (Novel et al., 2023).

In addition, when consumers feel that a brand matches their preferences, they are more confident in their purchasing decisions, which makes them more satisfied. They tend to develop a positive attitude towards the brand because they feel they have made the right choice (Sinulingga et al., 2023). Overall, the greater the congruence *between* the brand and consumer preferences, the stronger the positive attitude that will be formed which creates a feeling that the brand is relevant, reliable, and meets consumer expectations.

Congruence or conformity in context service GoFood refers to the extent of the elements from experience provided by GoFood in accordance with the hopes or expectations of customers. This can cover conformity between the description of food, the quality of the image shown in the application, experience shipping, up to quality of food received by customers. Attitudes here refer to the response or evaluation, positive or negative, that appears on the customer to service GoFood based on the experience.

Understanding the connection between congruence and attitudes is very important for understanding how an appropriate experience with a customer can influence the attitude toward service. Congruence has a significant impact on customer attitudes towards GoFood services. When the experience received by customers is in accordance with their expectations, positive attitudes such as satisfaction, loyalty, and recommendations tend to emerge. Conversely, a mismatch between expectations and reality can create negative attitudes that affect customers' decisions to use the service in the future. Therefore, maintaining high congruence between what is promised and reality is an important key to building a sustainable positive attitude towards GoFood services.

The Effect of Congruence on Word of Mouth

Test results hypothesis fourth, namely The Influence of Congruence on Word of Mouth, shows a mark coefficient of 0.460 value, *p-values* of $0.000 < 0.05$, and *t-t-statistics* of $6,481 > 1,960$. The results show that Congruence is Influential Against Word of Mouth. So, the hypothesis that states that "Congruence Matters "Positively and significantly against Word of Mouth" is accepted.

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The findings of this study are in accordance with Alguacil et al. (2021), who stated that *congruence* has a positive effect on *word-of-mouth (WOM)*. This occurs when consumers feel that a brand or product is in line with their values, preferences, or identities. They tend to talk more often and more positively about the brand to others. Evelina et al. (2013) support this finding by stating that when there is a match between a product or brand and consumer needs and expectations, they will be more satisfied. High satisfaction encourages consumers to share their positive experiences with friends and family or through social media (Nugraha, 2023).

Satisfied consumers tend to recommend products that suit their needs to those around them (Oktavia & Sudarwanto, 2023). When consumers feel that a brand truly fits their values and preferences, the recommendations they give tend to be more authentic and sincere (Sari et al., 2023). Thus, it can be concluded that *congruence* has a positive influence on WOM.

Word of Word of Mouth (WOM) is one form of communication that is very influential in consumer decisions, especially in the context of online services such as GoFood. WOM can be a positive or negative recommendation given by customers to others, either directly or through social media platforms or online reviews. In this case, *congruence* or the match between customer expectations and the reality received (either from food quality, delivery time, interface or application) can influence the extent to which customers will share their experiences and whether those experiences will affect other people's attitudes towards GoFood.

When customers feel that the service they receive matches their expectations, they are more likely to share their positive experiences with others. High *congruence* creates a satisfying experience, which encourages customers to recommend to their friends or family or write positive reviews on digital platforms. Conversely, incongruence can decrease satisfaction, which causes customers to share their complaints.

The Influence of Attitudes on WOM

Test results hypothesis fifth, namely The Influence of Attitudes on Word of Mouth, shows a mark coefficient of 0.436 value, *p-values* of $0.000 < 0.05$, and *t- t-statistics* of $6,985 > 1,960$. The results show that Attitudes Influence Against Word of Mouth. So, the hypothesis that states that "Attitudes Matter" Positively and significantly against Word of Mouth" is accepted.



The results of this study are in accordance with the results of Alguacil's research. et al. (2021) found that *attitudes* have a positive effect on WOM. This happens because consumers' positive attitudes towards a brand or product encourage them to talk more often and recommend the product to others. This is also in accordance with the results of research by Qurniawati and Nurohman (2018), which proves that when consumers have a positive attitude towards a brand, they tend to want to share their good experiences with others. They feel that the brand meets or even exceeds their expectations, so they are encouraged to spread this good news verbally or through WOM.

Mardalis (2005) also supports this finding by stating that a positive attitude towards a product makes consumers more confident in giving recommendations to others. They are confident that the product is of high quality and useful, so they feel comfortable giving advice or recommendations to friends, family, or colleagues. In addition, Foroudi et al. (2021) stated that positive attitudes obtained through emotional attachment to a brand encourage customers to actively recommend products or services to others where this attitude plays an important role in increasing WOM, both offline *and* on digital platforms. Overall, a positive attitude towards a brand or product increases consumers' desire and tendency to share experiences through WOM.

Attitudes have a direct influence on customers' willingness to share their experiences with others, which in turn affects the resulting WOM. When customers have a positive attitude towards GoFood, they are more likely to share their good experiences with others. These positive attitudes generally come from satisfying experiences, such as good food quality, timely delivery, and ease of use of the application.

Strong positive attitudes towards GoFood, driven by consistently satisfying experiences, can increase customer loyalty. Loyal customers are more likely to not only continue using the service but also to provide ongoing recommendations through positive WOM. Therefore, GoFood needs to ensure a consistent and satisfying customer experience to drive positive WOM that can increase customer loyalty and attract new customers.

CONCLUSION

Based on the results of the research analysis that has been carried out above, it can be concluded that the trust variable has an influence. positive and significant against congruence. Trust and congruence matter positively and significantly towards attitudes. Congruence and trust have an influence positive and significant on word of mouth. The

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results give implications managerial where Go-Food Managers must focus on developing marketing campaigns that can strengthen *trust* and positive *attitudes* among customers. Loyalty programs, user-based recommendations, and testimonials can be used to drive positive WOM.

Researchers provide recommendations that can benefit organizations in the future, namely:

1. Further research requires testing by taking a wider sample, not limited to the scope of 340 respondents only. In addition, further research can add other variables to provide more detailed, broad and specific research results.
2. Further research can re-examine the influence of word of mouth with other indicators to provide a better and more accurate picture.
3. Go-Food needs to consistently maintain its service quality, from timely delivery and food quality to customer service. Therefore, quality control and training for driver partners and restaurants are very important.
4. Go-Food should create a pleasant and personal experience for customers, which will help them form a positive attitude. This will influence customers' decisions to share recommendations with others.
5. To determine the effectiveness of the steps above, Go-Food needs to conduct periodic evaluations of the level of trust, consumer attitudes, and the influence of WOM on purchasing decisions. Through customer surveys or application data analysis, Go-Food can gain deeper insights into service improvement.

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