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The Mediating Effect of Perceived Diagnosticity on eWOM Elements and Restaurant Selection Intention

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Abstract

The overwhelming volume of eWOM information has made it difficult and present challenges for consumers to orientate themselves with the wealth review available. This study drawing on Elaboration Likelihood Model (ELM) to examines the influence of information quality, visual appeals and information facilitation on restaurant selection intention through mediated effects. Non-probability sampling was used to garner 311 responses among the generation Y using questionnaires. The model and its hypotheses were tested using Partial Least Square (PLS). The results demonstrates that perceived diagnosticity significantly mediated the relationship between information facilitation. This research has contributed to the model conceptualization in terms of customers perceived diagnosticity, particularly within the casual dining restaurant context. The findings of this study could assist restaurant operators in understanding their customers' needs so that these customers will spread a positive eWOM via Instagram.

Keywords: eWOM, Elaboration Likelihood Model (ELM), Instagram, Perceived diagnosticity, Restaurant Selection Intention

Introduction

In today's Internet driven world, consumers are progressing from being more passive receivers to taking an active role. Moreover, due to the proliferative use of smart electronic devices and online information sharing platforms, as a result, the word-of-mouth (WOM) has grown drastically. Understanding how electronic word of mouth (eWOM) affects consumer's decision making is crucial for services-based nature industries such as hotel, restaurant and travel that cannot be experienced prior to consumption (Hafeez et al., 2017; Donthu et al., 2021). The content richness and credibility eWOM, has been used extensively in search of comprehensive product information and has thus affected customer attitudes toward the products (Abubakar et al., 2017). The latter is true for service-intensive businesses such as restaurants due to the intangible nature which customers cannot experience the product prior experience. Specifically, deciding where to eat at an unfamiliar restaurant is not a simple process for consumers. Consumers in the services-based nature industry are more confident with personal experiences and information sharing by individuals to reduce uncertainty and

as well as it had greater influence on service purchase decisions. Therefore, in restaurant industry, the tremendous impact of eWOM has been widely recognized.

Restaurants offer experiential service products which have the following attributes: intangibility (tangible products with intangible features such as taste and ambience), variability (quality inconsistency resulting from labour-intensive service delivery), and inseparability (simultaneity of production and consumption) (Yang et al., 2018). Due to these characteristics,   the eWOM is seen as essential in playing a significant role in helping restaurateurs to promote their restaurants and assist customers in deciding where to eat. The eWOM, in this case, can directly assist restaurateurs to spread information to potential customers regarding the overall dining experience that they look for (Shamhuyenhanzva et al., 2016; Wang et al., 2021). Therefore, eWOM that includes actual consumption experiences might be a valuable resource for both restaurant customers and restauranteurs.

In addition to the popularity and the growing usage of social media such as Facebook, Twitter, and Instagram, little is known about how consumers assess the diagnosticity of the information that is available on those social media and their influence on consumer's purchase intention (Filieri et al., 2021). Aspects such as previous customer's experience, opinions and tone all contribute to diagnostic criteria (Gurney et al., 2019). Information in online reviews is diagnostic if consumers perceive such eWOM information to be helpful for understanding and evaluating the quality and performance of products (Guo, Wang & Wu, 2020). However, not all eWOM by experienced customers are equally helpful to future customers to assess the quality of the products, brands or services.

Considering that eWOM are readily available and effective in obtaining useful product information, customers are likely to use these sources of information simultaneously to judge the quality of products and make purchase decisions. Thus, it is of great importance to understand how multiple sources of information interact in a service context. However, a holistic view of different elements and consequences of eWOM in the context of restaurant selection is still missing. Erkan and Evans (2016); Wang et al (2021) pointed out this gap and called for further research to examine the different elements and consequences of eWOM in consumers' restaurant-selection decisions. Specifically, in the general eWOM literature, there is a dearth of studies analysing the influence of information quality, visual appeal and information facilitation on consumer perceived diagnosticity and restaurant selection intention (Filieri et al., 2021).

To fill this research gap, this study examine the influence of information quality, visual appeal and information facilitation on perceived diagnosticity and restaurant selection intention. This study draw upon Elaboration Likelihood Model (ELM) to develop and empirically test a theoretical framework about the influence of information quality, visual appeal and information facilitation on customer's perceived diagnosticity and restaurant selection intention. Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) has been used widely to explain the consumers cognitive processing of product reviews and evaluation of review messages (Cheung & Thadani, 2012; Filieri & Mcleay, 2014; Filieri et al., 2018). All of these researchers indicated that ELM has strong explanatory power concerning processing eWOM information. However, subsequent researchers found that the persuasion process unable to explain which of the cues in ELM helps familiarize the products and services (Filieri, 2015; Filieri et al., 2018) which in turn influence purchase intention. Thus, this had been the aim of the current study. As mentioned there is a necessity to present a more comprehensive model for intention to select a restaurant than the models in existence at the moment.

By doing so, this study makes several contributions to the eWOM literature. First, this research has integrate construct of eWOM element by incorporating different eWOM elements (textual, visual and hashtag). Second this study this is one of the first studies to adopt Elaboration Likelihood Model in examining the influence of information quality (textual), visual appeal (photo) and information facilitation (hashtag) in eWOM on customers' decision and, specifically, new customers decision to select a restaurant. Third, this research addressed the mediating role of information diagnosticity on the relationship between eWOM elements and restaurant selection intention. Therefore the purpose of this study is to determine a model that more accurately assesses the influences on restaurant selection intention formation through information diagnosticity.

Literature Review
Restaurant Selection Intention and eWOM
Physical products such as cameras and books are easy for consumers to measure the quality as compared with service type products due to the characteristics that are more technical and tangibles (Verma & Yadav, 2021). However, service such as travel destinations, tourism, hotel and restaurants services, it is possible to define the quality of service and product until it has been consumed. Therefore, social media especially eWOM communication help the customers reduce the complexity, uncertainty, or risks associated with the decisions. Moreover, scholars argue that social media have become crucial component in tourism and hospitality business including restaurant business (Jalilvand et al., 2017; Wang et al., 2021).
Restaurant service is one of the service industry in which foods and beverages are served and sold to customers in the retail establishment. In other words, the restaurant service industry is also known as the gastronomic tourism industry. Intangibles characters are particularly complex such as restaurant service which is service cannot be touch, smells and feel. Moreover, it is difficult to measure before purchase because its quality is unknown before consumption. In evaluating service type products, there are myriad of studies to measure the quality of the service, food and ambience (Josiam et al., 2017; Chiciudean et al., 2019). They also noted that consumers' intention to visit the restaurants is depended by the customers' evaluation of dining attributes.
Studies have indicated that to answer this uncertainty, customers can rely on the information from the recommendations, comments and reviews that appear in eWOM communication (Shamhuyenhanzva et al., 2016; Donthu et al., 2021). For instance, Shome (2020) studied how travellers' review assist in the trip planning process. They found that one over three that thinks online customer reviews in social media are important in restaurant decisions. Online restaurant reviews on Yelp.com confirmed that consumers express negative feedback (Bilgihan et al., 2018). The evidence of negative eWOM stimulates us to examine both positive and negative eWOM and to identify both satisfactory and dissatisfactory elements that encourage eWOM within the food tourism context.
In addition, most of the eWOM researchers in the field of restaurant customer behaviour are mainly focusing on customer motivation to write eWOM. For instance, Koufie and Kesa (2020), identified that food and service quality are the foremost motivation variables in the choice of restaurants. Thus, positive experienced during dining reduce the chance to spread negative eWOM. Park, Sutherland and Kee (2021) analyzed consumer comments on the online restaurant guide which listed 791 London-based restaurants on the webpage. The study reported that food, service, ambience, price, menu and decor are the most common restaurant features that customer comments on online restaurant websites. Customers who

are pleased with the service provided by restaurants spread positive eWOM while customers who have bad experiences for example dissatisfaction with the service and frustration about the quality of the food which in turns generate negative eWOM. Both studies showed that restaurant experience is important because it leads to a positive or negative perception of the restaurant. Through the perception, customers share their experiences via online reviews. Hence the restaurant managers should provide quality food and service that makes it memorable by customers.

The powers in electronic communication are controlled by the consumer, with the advent of consumer created content on social media sites. Due to intangibles characteristics, product information plays an important role in consumer purchase decisions (Jalilvand et al., 2017; Litvin et al., 2018; Kanoria, 2020). Specifically, due to the inability to evaluate the service quality, eWOM information by experience customers plays a critical role in providing adequate information for potential customers.

Although the restaurant selection intention studies have been studied widely, it has some weaknesses that need to overcome. Research in the restaurant settings focuses primarily on how restaurant attributes influence eWOM intention (Jalilvand et al., 2017; Yang, 2017). However, it remains unclear how customers value perceptions can be influenced by eWOM information which is provided by experienced customers. As Roy, Datta and Mukherjee (2018) claimed, the different elements of eWOM have been neglected in restaurant selection studies. Therefore, there is a dearth of research on the influence of specific eWOM's information quality visual appeal and information facilitation on perceived diagnosticity and restaurant selection intention. Specifically, no study has investigated whether eWOM information quality, visual appeal and information facilitation influence consumers' decision making process (e.g., perceived diagnosticity and restaurant selection intention).

Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), proposed by Petty and Cacippo (1986) which is discussed in consumer behaviour literature, eWOM research and information system studies (Leong et al., 2019). ELM has been used widely to explain the consumers cognitive processing of product reviews and evaluation of review messages (Park et al., 2007; Lee et al., 2008; Cheung & Thadani, 2012; Filieri & Mcleay, 2014; Filieri et al., 2018). All of these researchers indicated that ELM has strong explanatory power about processing eWOM information. Lien (2001) defined elaboration as the extent to which people think about issue relevant arguments contained in persuasive messages. Based on the Elaboration Likelihood Model of persuasion, individuals can vary in how they ponder about information. Therefore, according to the ELM model, there are two routes of information processing process that one can be persuaded or able to persuade others. These routes are known as the central and peripheral route of persuasion (Petty & Cacioppo, 1986).

Bhattacherjee and Sanford (2006) further explain that there are their differences between the central and peripheral route. Firstly, is the type of information being processed by each of these routes. The central route undertakes message related information while peripheral route mainly processes cues. Secondly is the level of the cognitive effort. Processing a message through the central route needs a higher cognitive effort compared to the peripheral route. Thirdly, the central route requires a person to think critically, inspect the information, spending more time in evaluating the information and assess the quality of the information. On the other hand, the peripheral route involves the processing of heuristic cues and will use information shortcuts in making their decision. Miller (2005) argued that the peripheral cue

does not necessarily appear in the absence of a central route. Although there is some argument by the previous researcher, practically, people normally evaluate and judge information via a modest level of employing both routes (Sussman & Siegal, 2003; Cyr et al., 2018).

The ELM has been widely adopted in prior eWOM communication studies to predict consumers information adoption and purchase intention (Park, Lee & Han, 2007; Lee, Park & Ahn, 2008; Cheung & Thadani 2012; Filieri & Mcleay, 2014; Filieri, Hofacker & Alguezaiui, 2018; Brand & Reith, 2022). Similarly, studies argued that information quality is the most reliable central route in prediction and examination of the eWOM adoption and purchase intention (Cheung & Thadani, 2012; Filieri & Mcleay, 2014; Zhou, Lu & Wang, 2016). Meanwhile, simple cues such as source credibility, ranking scores, several reviews, post popularity such as likes and visual appeal are considered as the peripheral route (Leong et al., 2017; Cyr et al., 2018; Chang, Lu & Lin, 2020). Therefore, by looking at the discussion above, this research expects that central route namely information quality, while the use of peripheral cues such as visual appeal and information facilitation (i.e hashtag) via eWOM will influence perceived information diagnosticity and restaurant selection intention.

Hypotheses Development
Information Quality
In the context of information system literature, information quality refers to the quality of output which the information system produces whether in the form of a report or online screens (DeLone & McLean, 1992). Meanwhile, in the perspective of consumer behaviour literature, information quality refers to the quality of a consumer review from the perspective of information characteristics' content (Park et al., 2007). Moreover, the quality of information can be determinants of consumers' purchasing behaviour on products or services (Lee & Shin, 2014). In terms of eWOM studies, information quality will affect perceived information diagnosticity, which is the degree to which a consumer can make a purchase decision based on the eWOM information provided in social media. Hence, if the consumers obtained the expected amount of information via eWOM reviews in social media, the consumers will assume that the eWOM is helpful for them to evaluate the products and services. This will most probably encourage them to create the intention to select a restaurant since the consumers achieved expected pieces of information about the helpfulness of the eWOM information. Information quality an important antecedent of perceived diagnosticity. Research has shown that high-quality information enables consumers to use the information to assess and evaluate the quality and performance of a product or service that they are planning to purchase (Lee, Park & Han, 2011; Brand & Reith, 2022). In the context of eWOM studies, information quality reflects the relevancy, understandability, accuracy, completeness, and value-added of the information (Park et al., 2011; Filieri & Mclaeay, 2014). However, due to the characteristics of eWOM and the fact that eWOM information can be generated from almost any user on the Internet, information quality has now become a critical issue (Xu, 2014). Several studies have supported the notion that there is a positive relationship between information quality and perceived diagnosticity (Qiu, Pang & Lim, 2012; Filieri & Mcleay, 2014; Guo, Wang & Wu, 2020). Drawing upon the literature, it is understood that reviews with the comprehensive level of highest information quality are considered to be the most helpful by consumers who wish to become familiar with the product and service as well as to assess its quality and performance. Hence:

H1: Information quality (IQ) has a positive effect on perceived diagnosticity (PID)

Visual Appeal

In the field of information technology, the visual appeal of a website page is important because it improves the website aesthetics and emotional appeal which in turn may create in positive behaviour (Park et al., 2005). Moreover, the visual appeal also can be described as an overall appearance or presentation of a website (Ellahi & Bokhairi, 2013). Visual appeal refers to the pictorial presentation of certain products or services (Kim & Lennon, 2008). The elements of visual appeal encompass images, photographs, colours, shapes or font types. In the context of restaurant literature, restaurant attributes and customers' preference can both be presented by visual appeal. Filieri (2015) indicated that visual appeal may play a key motivational role in providing sensory pleasure to potential customers. As for this study, visual appeal refers to the perceptions of a potential customer on the presentation of the food and restaurants' physical environment attractiveness in the Instagram post shared by Instagram users. It is expected that visual appeal perceives as diagnostic information if the customer expects that the vision shared by Instagram users is helpful for the customers in familiarizing the products and services. Initially, before restaurant selection intention, the new customers do have some initial perceptions about products and services provided by the restaurants. Thus, the dining experience shared by other Instagram users via visual would then lead to an evaluation of the product and services. Therefore, the diagnostic value is provided by customer reviews during multiple stages of consumer decision making. Previous research has recognized the influence of visual appeal on customers' perceived information diagnosticity (Sadaouski & Pavio, 2013; Wu, Wu & Wang, 2021). Therefore, visual appeals that perceived as diagnostic information contain information will capture attention and promote an understanding of a product or service. Hence:
H2: Visual appeal has a positive effect on perceived diagnosticity

Information Facilitation

Information facilitation has been defined as a system which facilitates required information retrieval (Blandford & Adam, 2005). Elements such as information facilitation are imperative for business portals (Liu et al., 2009). For example, ease of navigation, interactivity, feedback, and chat rooms allow the user to obtain information about a product or service from the business portal. Zamberi et al., (2018) stated that hashtag is one of the element in social media that facilitate the social media user to retrieve the information.

In the context of this study, information facilitation refers to the perceptions of potential customers on the usefulness of hashtags post by Instagram users in information retrieval. The information facilitation comprises of three dimensions such as content, navigation and interest sharing. The content refers to the degree to which the hashtag content consists of information about the restaurant. Navigation means the dree to which hashtag leads to preferred information about the restaurant. Finally, interest sharing refers to the degree to which Instagram users share similar interest which provides them information. Therefore, it is expected that information facilitation through these three dimensions helps customers to gauge and perceived the information diagnostic of the quality in the products and services through dining experiences shared by Instagram users and thus getting them to be familiar with the products and services offered by restaurants. Scholars could consider a new construct for identifying other antecedents of perceived information diagnosticity (Gurney et al., 2019). Therefore, it is believed that the information facilitation associated with perceive information diagnosticity significantly and positively. As such, the following hypothesis has been formulated.

H3: Information facilitation has a positive effect on perceived diagnosticity

Perceived Diagnosticity
Kempth and Smith (1998) stated that perceived diagnosticity refers to the extent to which consumers believe that particular shopping experiences are helpful to evaluate the products. Meanwhile, Mangold et al (1999) defined perceived diagnosticity as the degree to which information helps consumers to categorizes the products or services regardless of the quality of the products and services. In the context of eWOM, consumers' justification of purchase intention represents the diagnostic of information element cues which included in eWOM reviews. By looking at the definition, it can be assumed that perceived diagnosticity may affect the purchase intention which is an individual's willingness to engage in a particular behaviour. Moreover, it is expected that, if the customer feels that the eWOM reviews provided via Instagram regarding a product or service offered in a restaurant are diagnostic, the consumer is certain about estimating the product and service quality, thus there is more confidence in restaurant selection intention. For example, it is assumed that higher perceived diagnosticity, which assists customers to understand and familiarize the product or service offered in a restaurant, subsequently will improve customers' cognitive evaluation of a product. Therefore, eWOM reviews that are considered diagnostic will lead the potential customers to develop higher restaurant selection intention. Perceived diagnosticity has been deemed as one of the influential factors that affect purchase decisions (Kempf & Smith, 1998; Jiang & Benbasat, 2004; Filieri, 2015; Byun et al., 2021). Customers tend to make decisions based on the information diagnosticity to reduce uncertainty. eWOM study conducted by Wang and Chang (2013) has suggested that when customers feel that recommendations provided by friends via Facebook are perceived as having a high level of diagnostic and thus they will likely form positive purchase intentions. Therefore, the more a customer perceives the information received as diagnostic, the higher the customer's purchase intentions will be. Therefore, based on the above discussion the following hypotheses have been formulated:
H4: Perceived diagnosticity has a positive effect on restaurant selection intention

Mediating effect of Perceived Diagnosticity
Past research support that information quality influence perceived diagnosticity (Filieri, 2015). Further, literature gives evidence that information quality also influences purchase intention directly (Sam, Fazli & Tahir, 2009; Nigam, 2016; Ghasemaghaei & Hassanein, 2016; Filieri et al., 2020). However, in the eWOM context, the results reported slightly different findings. Due to the overwhelming information provided by social media users through eWOM reviews, it is argued that information quality cannot translate into purchase intention unless if the element of perceived diagnosticity is present. It can be said that the information quality is necessary to create an intention to select a restaurant but only when the customer perceived the information diagnostic. Based on the above discussion, the following hypothesis has been formulated.
H5: Perceived diagnosticity mediates the relationship of information quality and customers' restaurant selection intention.
Visual appeal can be defined as the pictorial presentation of certain products or services (Kim & Lennon, 2008). A good visual appeal can encourage customers to purchase a product. In the context of eWOM research, visual appeal is considered as one of the purchase intention predictors. For example, once the customer convinced with the visual shared by Instagram users about their dining experiences, it will lead the customer's restaurant selection intention.

However, the relationship between visual appeal and restaurant selection intention is not simple. This is due to the number of visual available on social media which have increased dramatically in recent years. Therefore, the potential customers have started to diagnose the information (Rainie et al., 2012; Lin et al., 2012; Gurney et al., 2019). It is expected that visual appeal directly related to perceived information diagnosticity. On the other hand, past research indicated that perceived information diagnosticity is linked with purchase intention (Kempf & Smith, 1998; Jiang & Benbasat, 2004; Wang & Chang, 2013; Byun et al., 2021). Therefore, there might be a possibility that the perceived information diagnosticity mediates the relationship between visual appeal and restaurant selection intention. Thus, the researcher proposed the hypothesis that:

H6: Perceived diagnosticity mediates the relationship of visual appeal and customers' restaurant selection intention.

In the context of this study, information facilitation refers to the perceptions of potential customers on the usefulness of hashtags post by Instagram users in information retrieval. Moreover, it can be assumed that hashtag acts as information facilitation tool which stimulates the purchasing process. Moreover, it can be assumed that information facilitation via hashtag has become an important source of information that acts as input for customers. It can be assumed that information facilitation through a hashtag is a new predictor in of purchase intention in the context of eWOM studies. However, it is believed that before such information can produce an effect on the behavioural intentions, it must create some mental, or cognitive, reaction. For example, after customers received eWOM reviews via social media regarding a product and service, the customers will process the information before purchasing the product (Wang & Chang, 2013; Filieri, 2015; Byun et al., 2021). This process known as information processing behaviours. Thus, it can be concluded that:

H7: Perceived diagnosticity mediates the relationship of information facilitation and customers' restaurant selection intention

The Conceptual Framework of the Study

In accordance with the literature review, Figure 1 outlines the conceptual framework of the study to predict consumer's restaurant selection intention. In this model, it is proposed that information quality, visual appeal and information facilitation have a direct, positive relationship with perceived diagnosticity. Furthermore, the model includes direct positive relationship between perceived diagnosticity and restaurant selection intention. Finally, the model is extended to identify perceived diagnosticity as mediator to the relationship between information quality, visual appeal and information facilitation and restaurant selection intention.
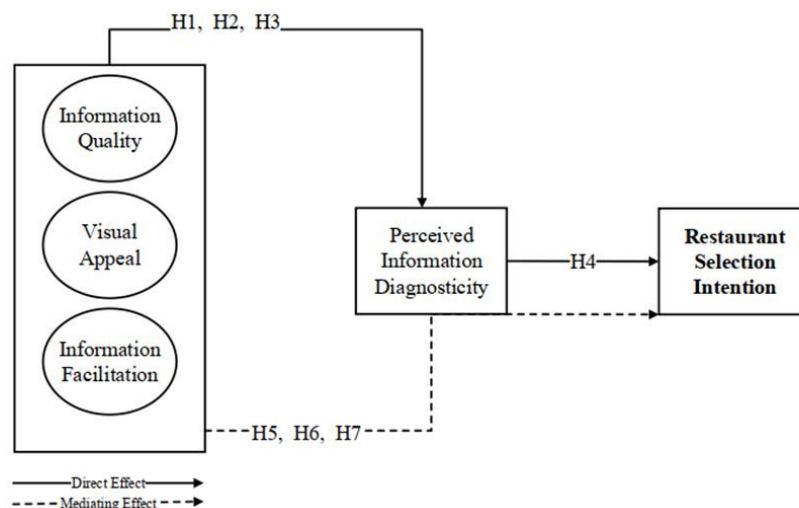
Figure 1: The conceptual framework of the study

Methodology
Data Collection
An online instrument was developed to capture the influence of eWOM elements (information quality, visual appeal and information facilitation) on perceived diagnosticity and restaurant selection intention. The instrument has three sections. To be eligible, the first section included three screening questions. The second section was divided into three subsections which measured respondents' viewpoints about the study's variables (i.e. information quality, visual appeal, perceived diagnosticity and restaurant selection intention). The third section asked for respondents' demographic information, which included gender, age, race, education, and work status.

Purposive sampling technique was used to select the respondents of this study. The respondents of this study are Instagram users who are among Generation Y and use Instagram to seek customers' review on restaurant. Moreover, it was ensured that the respondents had used Instagram to look for customers' reviews at least one time. Survey questionnaires were collected through two methods: onsite questionnaire and online questionnaire through Instagram pages and chat. For the first method, the questionnaires were distributed to the customers who were waiting for their food in the restaurant. The second method employed in this study was via survey link shared in Instagram chat, Facebook and email. To test the validity of the instrument, a pilot study with 46 participants was conducted, who are among Generation Y and use Instagram to seek customers' review on restaurant. Revisions based on the pilot test were incorporated in the final questionnaire to improve clarity and validity. The final sample consisted of 311 Instagram users among Gen Y who use Instagram to seek customers' review on restaurant.

Survey Instrument
This study employed a quantitative research design, drawing up a survey that included the construct items of the proposed model. All items were measured by five-point Likert scale showing the level of agreement. Table 1 includes the source of the construct items of the scales used.

Table 1
Survey Construct

Construct	Source
Restaurant Selection Intention	Cullen (2005), Kim, Njite and Hancer (2013)
Perceived Diagnosticity	Jiang and Benbasat (2004), Kempf and Smith (1998)
Information Facilitation	Gupta, Li, Yin and Han, (2010) and Chang (2011)
Visual Appeal	Jeong and Jang (2011), Cyr et al.,(2018)
Information Quality	Filieri and McLeay (2014)

Results and Discussion
Respondent's Background
The demographic characteristics of the respondents are presented in Table 2. Among this sample, most of the respondents were in the age range of 23-25 years old, and followed by those in the age group ranging from 26-30 years. Male and female comprised 32.5% and 67.5% of the sample, respectively. The majority of respondents had a bachelor's degree (53.7%) and also students (41.5%). Of the sample, 76.4% stated they used Instagram all the time and 33.6% reported that they frequently used Instagram. Most respondents (62.4%) had more than 2 years Instagram experience and only 1.6% of the sample had more than 3 years' experience.

Table 2
Respondents' Profile

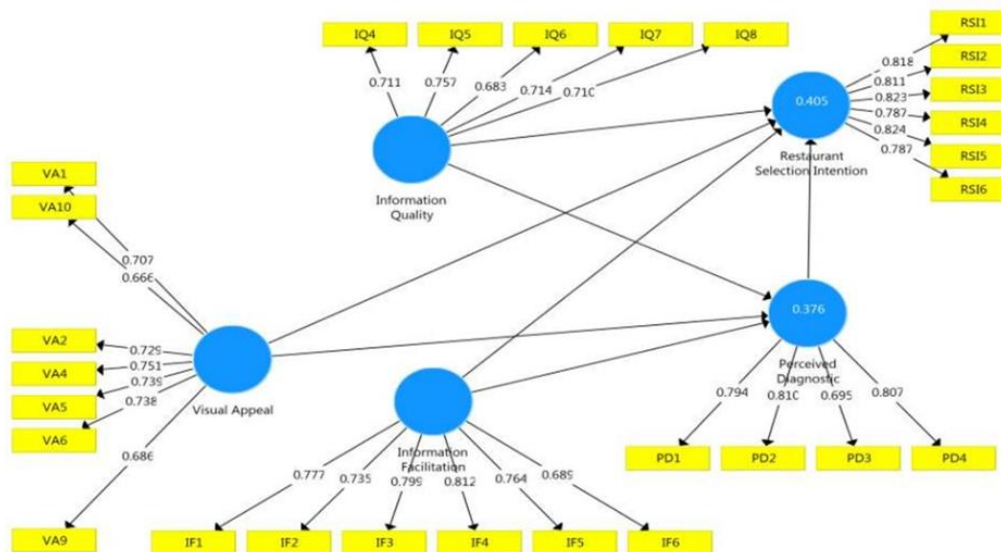| Demographics	Profile	Frequency	Percentage
Gender	Male	101	32.5
	Female	210	67.5
Age	23-25 years old	165	53.1
	26-30 years old	80	25.7
	31-35 years old	56	18.0
	36-38 years old	10	3.2
Education	SPM	6	1.9
	STPM	7	2.3
	Certificate	11	3.5
	Diploma / matriculation	52	16.7
	Bachelor's degree	167	53.7
	Master's degree	61	19.6
	Doctorate / PhD	7	2.3

Measurement Model Analysis
The current study has employed structural equation modelling in Smart PLS, for analysis of the hypotheses. The measurement model analysis was conducted for construct validity. Construct validity comprised of two components which are convergent validity and discriminant validity. Convergent validity analysis comprises of average variance extracted (AVE) and composite reliability (CR.). Table 3 shows the final factor loading of each construct. All the values with low factor loading were removed. Further, those values have also been

removed which are contributing to low AVE value. AVE for Information Quality was reported 0.512, Visual Appeal was reported 0.514, Information Facilitation was reported 0.583, Perceived Diagnostic was reported 0.605 and Restaurant Selection was reported 0.654. Moreover, for improvement of AVE, items with a factor loading higher than 0.60 (Visual Appeal VA11 0.670, VA12 0.630, VA13 0.612) were removed because of the value of AVE less than 0.50) were also removed. Therefore, the item with higher loading of 0.6 were remained (Hair et al., 2012). The reliability coefficient of factor structures was measured using composite reliability. The composite reliability values for the four constructs ranged from 0.86 to 0.92, demonstrating good internal consistency and strong reliability of each dimension (Anderson et al., 1987). The construct's validity was further examined using the discriminant validity. The results suggested strong discriminant validity. Specifically, the computation of AVE ranged from 0.72 to 0.81, higher than the recommended value of 0.50 by (Fornell & Larcker, 1981). Figure 2 depicts the measurement model. Collectively, these results provided a good support for soundness of scale structures.

Table 3
Final Measurement Model

Construct	Indicators	Factor Loading	AVE	Composite Reliability
Information Quality	IQ4	0.711	0.512	0.839
	IQ5	0.757		
	IQ6	0.683		
	IQ7	0.714		
	IQ8	0.710		
Visual Appeal	VA1	0.707	0.514	0.881
	VA2	0.729		
	VA4	0.751		
	VA5	0.739		
	VA6	0.738		
	VA9	0.686		
	VA10	0.666		
Information Facilitation	IF1	0.777	0.583	0.893
	IF2	0.735		
	IF3	0.799		
	IF4	0.812		
	IF5	0.764		
	IF6	0.689		
Perceived Diagnosticity	PD1	0.794	0.605	0.859
	PD2	0.810		
	PD3	0.695		
	PD4	0.807		
Restaurant Selection Intention	RSI1	0.818	0.654	0.919
	RSI2	0.811		
	RSI3	0.823		
	RSI4	0.787		
	RSI5	0.824		
	RSI6	0.787		

VA11,VA12, VA13, VA3 are deleted for low AVE less than 0.5
Figure 2: Measurement Model

Hypothesis Testing Analysis
Figure 3 showed the results of the hypotheses relationship. Hence, the influences of the two independent variables reflected Gen Y perceived diagnosticity and restaurant selection intention. The analysis suggests a strong support on all the hypotheses. The results showed that Gen Y in Malaysia are rely on the information provided through eWOM in assisting them to select a restaurant to dine in in line with Hair *et al.,* (2012). The R^2 values met the requirement of 0.2 in the consumer's research, suggesting that the current model is acceptable.
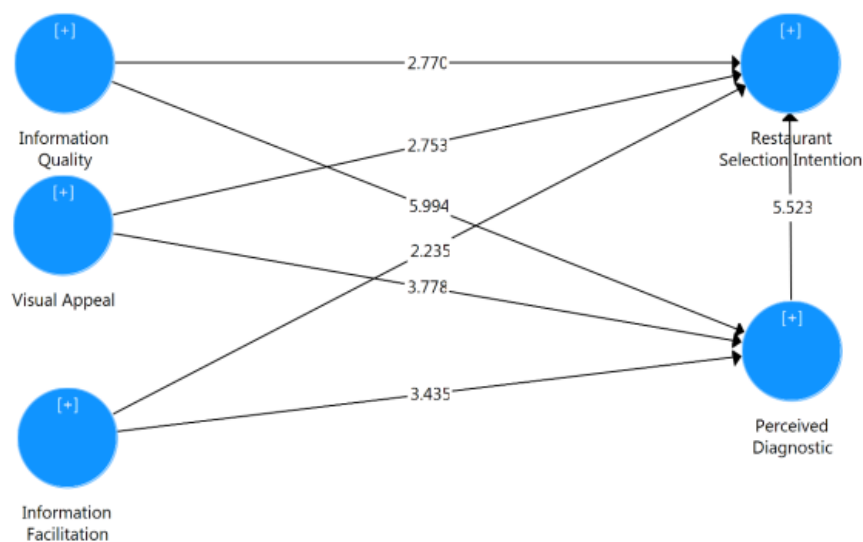

Figure 3: Hypotheses Results

Conclusion
Discussion
The principal goal of this study was to develop and empirically confirm a conceptual model to examine the influence of eWOM elements such as information quality, visual appeal and information facilitation on perceived information diagnosticity and restaurant selection intention among the generation Y in Malaysia. The conceptual model proposed in the study drawn upon Elaboration Likelihood Model (ELM) and accessibility-diagnosticity model to fill the existing gap by assessing customers' restaurant selection intention particularly among the generation Y.

The results of the proposed conceptual model for the current study suggested that all three elements of eWOM are significant. Further, the mediating factor which is the perceived information diagnosticity was tested and results came out as significant. The significant results showed that information quality, visual appeal and information facilitation act as the antecedents of the perceived diagnosticity, which then generated the customers' restaurant selection intention.

In summary, from the results of this study suggests that presence of eWOM information from the strangers or unknown sources via social media and good quality of eWOM information will affect consumers' perceived diagnosticity of the overall eWOM elements provided in social media. The growing importance of eWOM elements can be further validated through the finding of the study. Restaurant managers can identify the best eWOM elements shared in social media and display them on their restaurant websites as another form of information for their current and potential customers. By doing so, restaurant managers can attract more customers and helps them in decision making.

Implications, Limitations and Recommendations
Academic Implications
The academic contribution of this study lies in outlining to the existing body of the elaboration likelihood model (ELM) by incorporating a new component, which is perceived diagnosticity. Generally, perceived diagnosticity will not be segregated into the information process, but only several researchers have highlighted the importance of perceived information diagnosticity as one of the major components of ELM and customers' information processing (Filieri, Hofacker & Alguezaui, 2018; Raju & Joseph, 2017).

In line with such information technology advancement with consideration of recognizing the importance of interrelationships in customers' restaurant selection intention, this study using perceived information diagnosticity as an important component in ELM. It is aiming to explain how customers might perceive the social media particularly Instagram to be more helpful if it provides potential customers with a good product or service reviews of a restaurant. So, this study further validates ELM as an information processing model that could be useful in understanding the behaviour of customers' restaurant selection intention. Therefore, perceived diagnosticity has been included as one of the major step forward by this work, specifically in eWOM and restaurant selection area and supported by substantial empirical evidence.

Practical Implications
This research also can be used as a guideline for the restaurant operators to improve their marketing strategies by counting the information facilitation via hashtags to facilitate potential customers in information gathering. Moreover, the restaurant managers can

promote activities, events or campaigns with hashtags such as #RibFace, #ThisisNandosPeriPeri and #astonsjohore to provide awareness of the restaurant new product to the customers. The use of hashtags as an element of eWOM is also useful in business promotion and performance measurement. Moreover, information facilitation via hashtags creates greater opportunities to the attention of existing or potential customers due to the high visibility on social media. By adding this new element of eWOM, the restaurant managers could track activities, evaluate and organize data and conduct consumption analysis reports easier.

Limitations and Recommendations
Some limitation should be acknowledge. The first limitation of this research is that it does not consider all social media sites, as it specifically focuses on one site –Instagram. There is some other social media platform that distributes the eWOM information but they were not included in the current study. Different results may be obtained when focusing on other social media sites. Future research could compare different social media websites in the context of eWOM. Therefore, the generalization of the finding and model to the other social media platform need more studies and research. By doing so, it could provide new theoretical and practical insights. Second, the research was limited by the fact that it was a single time survey and carried out in a 10-15 minutes period. Although the pilot study and previous literature showed that 10-15 minutes is enough but, it is likely that different customers need varying time durations when searching and scrolling to Instagram sites. Thus, results may differ if respondents are given the survey to do on their time. Future research could give more flexible time to the respondents to achieve better results.

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