WORD OF MOUTH AND CUSTOMER SATISFACTION IN MEDIATING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND REVISIT INTENTION

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ABSTRACT : The population growth in Bali Province, especially in Denpasar City and Badung Regency has led to the increase in consumption level. The high consumption level has been followed by the increase in number of restaurants over the years, which in turn intensified the competition among culinary businesses. Improving quality is a way to survive in this competition because it increases the likelihood of customers revisiting the restaurant in the future. By maintaining customer's revisit intention, this also means that the restaurant has attempted to maintain customer loyalty. The purpose of this study is to explain the role of word of mouth and customer satisfaction in mediating the influence of service quality on revisit intention.

The research subjects are the customers who have visited the restaurant at least once over the last six months. There were 205 respondents as the research sample, who were selected using the non-probability purposive sampling method. The data analysis method utilized was the SEM (Structural Equation Modelling). The research results showed that word of mouth and customer satisfaction are able to partially mediate the relationship between service quality and the intention to revisit the Family Restaurant. The practical implication of this study is that the restaurants should improve their service quality, develop positive word of mouth, improve customer satisfaction and increase customer's intention to revisit Family Restaurant to improve its competitiveness.

KEYWORDS: *service quality, word of mouth, customer satisfaction, revisit intention, loyalty*
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I.   INTRODUCTION

The revisit intention of customers must be improved and maintained as it is profitable for the firm. The cost of attracting new customers is much greater than retaining existing ones. Loyal customers would encourage others to purchase services from the firm and think twice before changing their preferences to other services (Thomas and Tobe, 2013: 101). The revisit intention of customers may increase if one of its antecedents is improved. Customer satisfaction, word of mouth and service quality are antecedents of revisit intention. Previous studies also stated that all thequality attributes of a restaurant, namely the quality of food, service and atmosphere, have a positive influence on revisit intention. First, food quality has a positive linear relationship with the intention to revisit fast food and high-end restaurants. In specific, the increase in revisit intention is more apparentwhen the quality of the food in fast food restaurants and high-end restaurants is high (Bujisic et al., 2014). Phone users will continuously revisit or repurchasephone productsfrom the same brand when it makes them feel comfortable and they feel that the phone they previously purchased is useful (Adekunle and Jones, 2018). In addition to service quality, word of mouth is also an antecedent of revisit intention.

Word of mouth in previous studies has been shown to have a positive influence on revisit intention. When customers are satisfied with the service they experienced, they are more likely to recommend the service to their friends and are more willing to revisit the same hotel. Similarly, consumers who share their positive impressions and experiences about the online transportation serviceshave a higher likelihood to reuse this service in the future.Tangibility, reliability, responsiveness, assurance, and empathy are known to significantly influence service quality (Cantallops and Salvi, 2014). Positive word of mouth from colleagues, friends and family can lead to greater revisit intention (Nikookar et al., 2014). Another antecedent of revisit intention is customer satisfaction.

According to previous studies, customer satisfaction has a strong and positive relationship with revisit intention. Satisfaction can be defined as the extent to which users feel that the quality or performance of a product or service has met or exceeded their expectations. Satisfaction refers to the level of cognitive or affective evaluation regarding the purchase and use of a product or service. When user's expectations are met, they will be satisfied and this will lead to repeated purchases of the same product or service. Consumers feel

satisfied as a result of theiremotional response towards their experience in purchasing and using a product or service, or in other words, a cognitive evaluation between their expectations and their actual experience (Adekunle and Jones, 2018). Satisfied customers have a greater revisit intention and are more likely to recommend the service than dissatisfied customers. Satisfying customers is very important because it has an influence on the expectations and revisit intention of customers (Che Wu et al., 2015). Previous studies revealed that there is a relationship between customer satisfaction and word of mouth.

Customer satisfaction, which can be due to the skills of employees, reliability, product innovation, price, physical evidence, and the comfortability of customers, can positively influence the word of mouth the customers convey to colleagues, friends, or others (Taghizadeh et al. al., 2013). The satisfaction of customers with the ICT (Internet Communication Technology) services provided in hotels can influence their WOM. If customers are satisfied with the ICT services and overall services provided by the hotel, they will convey positive WOM to others (Velazques et al., 2015). Word of mouth is also positively influenced by the service quality.

In high-end restaurants, the word of mouth increases positively and linearly to theimprovement in service quality. This emphasizes the importance of including different factors to improve customers'positive behavioral intentions (Bujisic et al., 2014). Service quality is another antecedent of word of mouth,in addition to satisfaction, trust and perceived value (Nikookar et al., 2014). Service quality can influence both, the word of mouth and satisfaction of customers.

Service quality is a factor that influences customer satisfaction. Service quality stimulates customers' intention to form a strong bond with the company. To determine the level of customer satisfaction, the quality of service provided by producers to customers should firstly be determined. The level of customer satisfaction can only be determined after the customersexperiencethe quality of service provided by service providers (Bujisic et al., 2014). The research conducted in five countries in Asia found that service quality has a positive influence on customer satisfaction (Gong and Yi, 2018).

Restaurants that are able to compete and provide good service quality are more able to improve the positive word of mouth, satisfaction and stimulate the revisit intention of customers. Therefore, to examinethe role of word of mouth and customer satisfaction in mediating the relationship between service quality and revisit intention, this research should be conducted.

II.   LITERATURE REVIEW

Customer's revisit intention can be improved if the antecedents are also improved. Customer satisfaction, WOM and service quality are among the antecedents of revisit intention.Otherstudies also stated that all the quality of thefood, service and atmosphere have a positive influence on revisit intention.First, food quality is positively related to the intention to revisit fast food restaurants and high-end restaurants (Bujisic et al., 2014). Service quality influences customer's intention to revisit and recommend the restaurant to others, which in turn contributes to the firm's success (Lin et al., 2009).Another study found that phone users will continuously revisit/ repurchasephones from the same brandif that brand makes them feel comfortable and if they feel that the phone they previously purchased is useful (Adekunle and Jones, 2018). In addition to quality of service, word of mouth is another antecedent of the revisit intention.

Word of mouth was found to be a significant predictor of revisit intention and a partial mediator in the relationship between marketing relationships and customer loyalty (Ngoma and Ntale, 2019). Word of mouth also has a positive influence on revisitintention, which means that consumers who share their positive impressions and experiences about the firm's services are more likely to reuse the online transportation services. Tourists who are satisfied with the servicesthey receive are more willing to recommend these specific features of the destination to others and revisit the destination in the future. WOM in the form of praisesis positively related to revisit intention (Liu and Lee, 2016). Positive word of mouth shared by colleagues, friends and family can lead to a greater degree of revisit intention (Nikookar et al., 2014). Another antecedent of revisit intention is customer satisfaction.

According to a previous study, customer satisfaction has a strong and positive influence on revisit intentions (Adekunle and Jones, 2018). Satisfaction is defined as the extent to which users feel that the quality or performance of a product or service has met or exceeded their expectations. Satisfaction refers to the cognitive or affective evaluation regarding the product or service purchased and used. When the expectation of users are met, they will be satisfied and this will increase the likelihood of repeated purchasesof the same product or service. The satisfaction of users is a result ofthe emotional response based on their experience in purchasing and using the product/ service or is a result of the cognitive evaluation between their expectation and actual experience.Thus, improving customer satisfaction would also improve their revisit intention (Kuo et al., 2009).Satisfied customers have a greater intention to revisit and recommend services than dissatisfied ones. Satisfying customers is very important because it has an influence on their expectations and revisit intention (Che Wu et al., 2015). Satisfaction is a factor that determines whether the customer intends to revisit the

destination or repeat the purchase.Satisfaction is a central variable in consumer behavior studies because of its strong impact on customer loyalty and revisit intention (Kim et al., 2015).Previous studies have revealed that there is a relationship between customer satisfaction and word of mouth.

The satisfaction customers feelbased on their impression regarding the employees' skills, reliability, product innovation, price, physical evidence, and the comfortability theyexperienced influence the word of mouth that they will convey to their colleagues, friends, or others (Taghizadeh et al. al., 2013).In another study, it was revealed that the satisfaction of guests towards the ICT (Internet Communication Technology) services in a hotel can also affect their WOM. This means that if the guests are satisfied with the ICT and the overall service of a hotel, the guests are more likely to share positive WOM to others (Velazques et al., 2015).Another studyhas also found that customer satisfaction has a positive influence on word of mouth. Therefore, satisfaction and word of mouth are positively and significantly correlated (Ahmadi, 2018). Word of mouth is also positively influenced by the quality of service.

In high-end restaurants, the word of mouth increases positively and linearly to the improvement in service quality. This emphasizes the importance of including different factors to improve customers' positive behavioral intentions (Bujisic et al., 2014). In addition to satisfaction, trust and perceived value,service quality is an antecedent of word of mouth in which service quality positively influences WOM (Nikookar et al., 2014). The dimensions of service quality has a significant and positive influence on customer satisfaction and word of mouth. These results agree to previous studies which showed that perceived service quality is an antecedent of word ofmouth and stimulates positive words of mouth. Previous studies found that the dimensions of empathy on service quality have the highest positive influence on word of mouth (Ahmadi, 2018). Service quality can influence the word of mouth and satisfaction of customers.

Service quality is a factor that affects customer satisfaction. Good service quality stimulates the customers' intention to form strong bonds with the company. To determine the level of customer satisfaction, the service quality provided to customers must firstly be assessed. Customers who experience good service quality will have a greater degree of satisfaction (Bujisic et al., 2014).The service quality of telecommunication services in South Korea and Canada was found to have a positive influence on satisfaction (Kuo, 2009).The research conducted in five Asian countries found that service quality has a positive influence on customer satisfaction (Gong and Yi, 2018). Previous studies have revealed that service quality is an antecedent of customer satisfaction. Customer satisfaction is an assessment made by consumers after theyexperience or use the service. The gap between consumers' expectation and the actual performance of the product/ service is what determines the level of consumer satisfaction. The higher the quality of service provided, the higher the level of customer satisfaction (Rajaguru, 2016).

In line with the objectives and the number of identified constructs, the conceptual model regarding the influence of service quality on revisit intention is constructed. The conceptual framework model is presented in Figure 1.
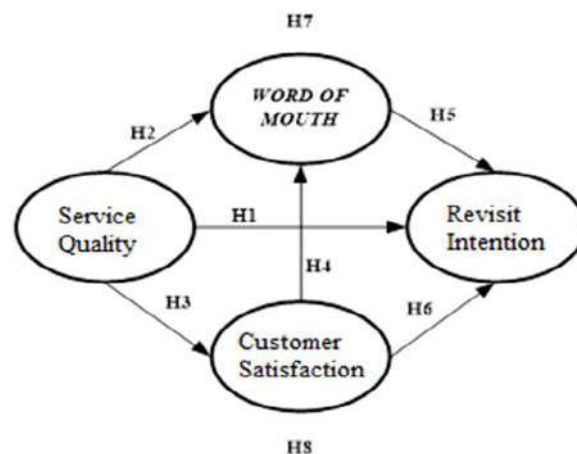

Figure 1 Conceptual Framework

2.1 Research Hypotheses
2.1.1 The influence of service quality on revisit intention

Previous studies stated that the attributes of restaurant quality, including food, service and atmosphere, have a positive influence on revisit intention. Food quality and the intention to revisit fast food restaurants and high-class restaurants were also found to be positively related (Bujisic et al., 2014). Service quality influences customer's intention to revisit and recommend the restaurant to others, which in turn contributes to the firm's success (Lin, 2009).

H1: Service quality has a positive and significant influence on revisit intention.

2.1.2 The influence of service quality on word of mouth
        Good (bad) service quality is followed by positive (negative) WOM. The WOM of high-class restaurants was found to improve positively when the level of service quality was increased (Bujisic et al., 2014). Quality of service is one of the factors that can affect WOM (Nikookar et al., 2014). Customer's perceived service quality is recognized as a factor which affects the WOM among customers (Sun, 2011). In another study, it was revealed that dissatisfied customers talk to nine other people about their bad experience (Hoffman, 2010). This negative WOM can be very harmful to the firm's reputation and profitability (Hussain, 2015). Based on these research results, the following hypothesis can be formulated:
H2: service quality has a positive and significant influence on word of mouth

2.1.3 The influence of service quality on customer satisfaction
Service quality is a factor that influences customer satisfaction. With a good quality of service, customers are more likely to be loyal to the company. Customer satisfaction is based on the customer's experience and evaluation regarding the service quality (Bujisic et al., 2014). Service quality is recognized as one of the most important factor that determines customer satisfaction. To achieve a high level of customer satisfaction, a high level of service quality must be provided (Hussain, 2015). The service quality of telecommunication services in South Korea and Canada was found to have a positive influence on satisfaction (Kuo, 2009). Many have proven that there is a direct relationship between service quality and customer satisfaction (Habibah, 2018). Based on the results of these studies, the following hypothesis is formulated:
H3: service quality has a positive and significant influence on customer satisfaction

2.1.4 The influence of customer satisfaction on word of mouth
        If customers are satisfied with the product, employee, and comfortability provided by a firm, the WOM they convey to others will also be more positive (Houshang, 2013). In another study, it was revealed that the satisfaction of guests towards the ICT (Internet Communication Technology) services in a hotel can also affect their WOM. This means that if the guests are satisfied with the ICT and the overall service of a hotel, the guests are more likely to share positive WOM to others (Velazques et al., 2015). Based on the results of these studies, the following hypothesis can be formulated:
H4: customer satisfaction has a positive and significant influence on word of mouth

2.1.5 The influence of word of mouth on revisit intention
        When customers share their positive experience and impression, WOM has a positive effect on revisit intention (Kim, 2009). Tourists who are very satisfied with a service will be more willing to recommend this specific feature of a destination to others and revisit this destination in the future. WOM in the form of praises is positively related to the revisit intention (Liu, 2016). Positive WOM from colleagues, friends and family would also improve revisit intentions (Nikookar et al., 2014). Based on the discussed research results, the hypothesis formulated is as follows:
H5: word of mouth has a positive and significant influence on revisit intention

2.1.6 The influence of customer satisfaction on revisit intention
        Customer satisfaction and revisit intention are strongly and positively related (Adekunle and Jones, 2018). Customers are satisfied when their expectations are met, which leads to the increase in likelihood of repurchasing the same product in the future (Adekunle and Jones, 2018). This means that with a higher satisfaction level, customer's revisit intention would also be greater (Kuo, 2009). Satisfaction is the deciding factor in determining whether a customer intends to revisit a destination or repeat a purchase. Satisfaction is a central variable in consumer behavior studies because of its strong impact on customer loyalty and revisit intention (Kim, 2015). Based on the discussed research results, the hypothesis formulated is as follows:
H6: Customer satisfaction has a positive and significant influence on revisit intention

2.1.7 The role of word of mouth in mediating the influence of service quality on revisit intention
        Several studies have shown differing results regarding the role of WOM in mediating the influence of service quality on revisit intention. Thus, there is still a research gap which must be further examined. WOM was found to be a significant predictor of revisit intention and a partial mediator of the relationship between service quality and revisit intention (Ngoma, 2019).The study examining the travel industry stated that word of mouth is able to mediate the relationship between service quality and revisit intention, and the study also recommended to improve service quality in order to enhance the positive influence of word of mouth on the revisit intention of tourists(Soleimani and Einolahzadeh, 2018).Based on the discussed research results, the hypothesis formulated is as follows:

H7: word of mouth is able to mediate the influence of service quality on revisit intention

2.1.8 The role of satisfaction in mediating the influence of service quality on revisit intention

Satisfaction and revisit intention are significantly related, but the influence of service quality on revisit intention was found to be insignificant (Fernandes, 2018). Based on a study examining customer satisfaction in the tourism industry in Malaysia, satisfaction was found to be a significant and positive mediator in the relationship between service quality and revisit intention (Osman, 2013). Similarly, another research has also shown that satisfaction is significantly and positively capable of mediating this relationship (Trivellas, 2009). Based on the discussed research results, the hypothesis formulated is as follows:

H8: satisfaction is able to mediate the influence of service quality on revisit intention

III. METHODOLOGY

This study utilize the associative quantitative approach and was conducted on the Family Restaurant in Denpasar City and Badung Regency. The population in this study are the customers of Family Restaurant. The non-probability purposive sampling method was used to determine the sample. The total number of sample was 205 respondents. The data collection instrument used was the questionnaire. The collected data was then analyzed using the SEM (Structural Equation Modelling) method.

IV. RESULT AND DISCUSSION

4.1 Characteristics of Respondents

Several characteristics of the research respondents were recorded, including: gender, age, monthly salary and the frequency of their visits to Family Restaurant. There were 89 female respondents and 116 male respondents. The number of respondents who were at the age range of 17-26 years old is 94, 64 respondents were 27-36 years old, 25 respondents were 37-46 years old, and 22 respondents were 47-56 years old. This indicates customers who visit Family Restaurant are mostly the respondents with a younger age. The collected data also showed that the majority of the respondents have a monthly salary of around 5 million to 7 million rupiah. With this level of salary, they are able to visit and make purchases at Family Restaurant. 91.2 percent of the respondents or 187 respondents visit the Family Restaurant 1 to 5 times a month. The majority of customers visiting more than once every month indicates that the customers are satisfied with the service or the menu of Family Restaurant.

4.2 Validity Test

All of the research instruments used to measure service quality (physical evidence, reliability, responsiveness, assurance, empathy), word of mouth, customer satisfaction and revisit intention have a correlation coefficient value of greater than 0.30 with a significance level of less than 0.05. This means that all the question items are valid and suitable to be used as the research instrument.

4.3 Reliability Test

The reliability test results show that all the research instruments have a Cronbach's Alpha coefficient of greater than 0.60, in which service quality (X) has a coefficient of 0.935, for word of mouth (Y1) it is 0.983, for customer satisfaction (Y2) it is 0.982 and for revisit intention (Y3) it is 0.964. Hence, all the variables have fulfilled the reliability requirements.

4.4 Direct influence test

Service quality has a direct influence on word of mouth with a path coefficient of 0.187. Service quality has a direct influence on customer satisfaction with a path coefficient of 0.758. Service quality has a direct influence on revisit intention with a path coefficient of 0.463. Word of mouth has a direct influence on revisit intention with a path coefficient of 0.233. Customer satisfaction has a direct influence on word of mouth with a path coefficient of 0.507, and customer satisfaction has a direct influence on revisit intention with a path coefficient of 0.228. The empirical model analysis using the Partial Least Square (PLS) analysis is displayed in Figure 2:
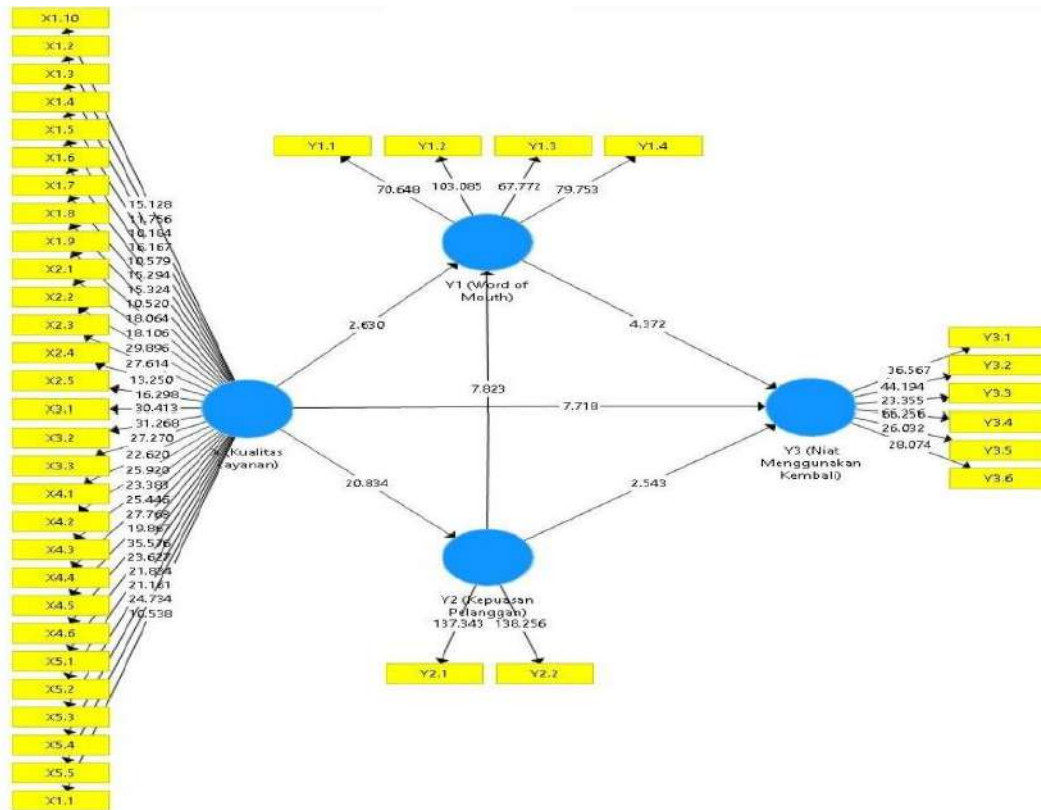
Figure 2. Research Empirical Model

The direct influences between variables are attained from the path coefficient test.

Table 4
Path Coefficient Test Results

Path Coefficient between Variables	Path Coefficient	t-Statistics	P-Value	Remarks
Service quality (X_1) →Word of mouth (Y1)	0,463	6,911	0,000	Significant
Service quality(X_1) →Customer satisfaction (Y2)	0,187	2,586	0,010	Significant
Service quality(X_1) →Revisit Intention (Y3)	0,758	20,940	0,000	Significant
Word of mouth(Y1)→Revisit Intention (Y3)	0,507	7,290	0,000	Significant
Customer satisfaction(Y2) →Word of mouth(Y1)	0,233	4,623	0,000	Significant
Customer satisfaction(Y2) →Revisit Intention (Y3)	0,228	2,544	0,011	Significant

Source : Data Computation Results, 2020

Based on the path coefficient test results in Table 4., the hypotheses test results are discussed in the following section:

1) The influence of service quality on revisit intention has a correlation coefficient value of 0.463. The t-statistics value is 6.911 (> t-critical 1.96) and the p-value is 0.000 <0.05.This indicates that the influence of service quality on revisit intention is significant. Thus, hypothesis 1 (H_1),which states that service quality has a significant and positive influence on revisit intention, is accepted..

2) The influence of service quality on word of mouth has a correlation coefficient of 0.187. The t-statistics value is 2.586 (> t-critical 1.96) and the p-value is 0.010 <0.05. This indicatesthat the influence of service quality on word of mouth is significant. Thus, hypothesis 2 (H_2), which states that service quality has a significant and positive influence on word of mouth, is accepted..

3) The influence of service quality on customer satisfaction has a correlation coefficient of 0.758. The t-statistics value is 20.940 (> t-critical 1.96) and the p-value is 0.000 <0.05. This indicates that the influence of service quality on customer satisfaction is significant. Thus, hypothesis 3 (H$_3$), which states that service quality has a positive and significant influence on customer satisfaction, is accepted.

4) The influence of customer satisfaction on word of mouth has a correlation coefficient of 0.507. The t-statistics value is 7,290 (> t-critical 1.96) and the p-value is 0.000 <0.05.This indicates that the influenceof customer satisfaction on word of mouth is significant. Thus, hypothesis 4 (H4), which states that customer satisfaction has a significant and positive influence on word of mouth, is accepted.

5) The influence of word of mouth on revisit intention hasa correlation coefficient value of 0.233. The t-statistics value is 4.623 (> t-critical 1.96) and the p-value is 0.000 <0.05.This indicates that the influence of word of mouth on revisit intention is significant. Thus, hypothesis 5 (H5) which states that word of mouth has a significant and positive influence on revisiting intention, is accepted.

6) The influence of customer satisfaction on revisit intention has a correlation coefficient of 0.228. The t-statistics value is 2.544 (> t-critical 1.96) and the p-value is 0.011 <0.05.This indicates that the influenceof customer satisfaction on revisit intention is significant. Thus, hypothesis 6 (H6), which states that customer satisfaction has a significant and positive influence on revisit intention, is accepted

4.5 Indirect Influence Test

The results of the indirect influence test are displayed in Table 5:

Table 5
Recapitulation of the Indirect Influence Test Results

No.	Relationship between Variable	Path Coefficient (Bootstrapping)	T-Statistic	P-values	Remarks
1	Service quality (X$_1$) →Word of mouth (Y1) →Revisit intention (Y3)	0,044	2,238	0,026	Significant
2	Service quality (X$_1$) →Customer Satisfaction (Y2) →Revisit Intention (Y3)	0,173	2,548	0,011	Significant

Source : Data Computation Results, 2020

The results of the mediation test displayed in Table 5. are discussed in the following section:

1) The results provide evidence that WOM is positively and significantly capable of mediating the indirect influence of service quality on revisit intention. This is shown by the positive path coefficient of 0.044, a t-statistics value of 2.238 (t-statistic> 1.96) and a p-value of 0,026< 0.05. Thus, hypothesis 7 (H7), which states that WOM plays a significant role in mediating the effect of service quality on revisit intention, is proven. The result shows that good service quality which is followed by positive WOM, would consequently improve customer's intention to revisit Family Restaurant in Denpasar and Badung..

2) Customer satisfaction is proven to be capable of positively and significantly mediating the indirect influence of service quality on revisit intention. This is shown by a positive path coefficient of 0.173 and a t-statistic of 2.548 (t-statistic > 1.96). Thus, hypothesis 8 (H8), which states that customer satisfaction plays a significant role in mediating the influence of service quality on revisit intention, is proven. The results obtained can be interpreted as the higher the customer satisfaction as a result of good service quality, the greater the customer's intention to revisit Family Restaurant in Denpasar and Badung.

V. IMPLICATIONS AND LIMITATIONS

5.1 Implications

Based on the research findings, this study contributes to the enrichment of the concept of consumer behavior in marketing, specifically in the fields of revisit intention. The results of this study indicate that service quality, WOM, and customer satisfaction have a positive and significant direct influence on revisit intention. This study also contributes to the literature of marketing management, especially when it is related to improving service quality, WOM, customer satisfaction and the revisit intention in culinary businesses.The practical implications of this study provide insights to managers to make some improvements, such as expandingthe parking area, adding room decorations to make the roomsmore attractive, fixthe appearance of employees, monitoring the cleanliness of the toilet as the customers feel that the toilets are not clean, improving the

comfortability of the dining area, improving the intention of customers in recommendingFamily Restaurant to their colleagues, family and friends, and pay attention to the pricing of the menu because customers who are price sensitive will look for alternative restaurants if they view that the prices are too high.

5.2 Limitations

There are a number of limitations in this study. The scope of this study is limited, in which it only focuses on the perspective of customers. Another limitation is that it was conducted over a certain period of time (cross section), while the environment may change dynamically over an extended period of time. Thus, it is important to conduct this study again in the future.

VI. CONCLUTIONS AND SUGGESTIONS

6.1 Conclution

Based on the research results, the following conclusions are attained:

1) Service quality has a positive and significant influence on revisit intention. This means that the higher the quality of service provided, the greater the intention of customers to revisit Family Restaurant in Denpasar and Badung.

2) Service quality has a positive and significant influence on word of mouth. This means that the higher the service quality experienced by customers, the more positive the word of mouth conveyed by the customers to others.

3) Service quality has a positive and significant influence on customer satisfaction. This means that the higher the service quality experienced by customers, the greater their satisfaction towards dining in Family Restaurant in Gianyar and Badung.

4) Customer satisfaction has a positive and significant influence on word of mouth. This means that the greater the feelings of satisfaction felt by customers, the more positive their word of mouth related to the Family Restaurant.

5) Word of mouth has a positive and significant influence on revisit intention. This means that the better the word of mouth shared by customers to others, the greater the customers' intention to revisit Family Restaurant.

6) Customer satisfaction has a positive and significant influence on revisit intention. This means that the greater the satisfaction of customers towards Family Restaurant, the greater their intention to revisit Family Restaurant.

7) Word of mouth is positively and significantly capable of partially mediating the influence of service quality on revisit intention.

8) Customer satisfaction is positively and significantly capable of partially mediating the influence of service quality on revisit intention.

6.2 Suggestions

With the analysis, discussions, and conclusions of this study, there are several suggestions for the researchers and the restaurant to consider. The suggestions for the restaurant are toexpand their parking area, add room decorations to make the room look more attractive, provide education about make-up, hairdressing andgrooming, educatestaffs on how to welcome guests in a friendly manner, monitor the cleanliness of the toilet by making control cards for every toilet and clean the toilets every 6 hours, especially before lunch and dinner hours, improve the comfortability of the dining area, improve customers'intention torecommend Family Restaurant to others by providing discounts or special prices, and pay attention to the menu pricing because customers are price sensitive, in order to prevent customers from searching alternative restaurants. Pricing can be managed in two ways, namely by surveying competitors and by knowing the cost of the menu. These methods can minimize the errors in pricing, and set pricesthat are competitive and more reasonableto retaincustomers and stimulate their intention to revisit Family Restaurant in the future.

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