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THE EFFECT OF SATISFACTION, TRUST, AND COMMITMENT ON WORD OF MOUTH IN THE RESTAURANT BUSINESS

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ABSTRACT: This study aims to determine the important factor that can increase the effect of positive word of mouth in restaurants business. This study includes all home eating lower middle class with the overall sample size is 160 respondents spread proportionally. The data from the research will be analyzed using the SEM-PLS approach. Based on the results of this study, it was found that (1) Food quality had a positive and significant effect on customer satisfaction. (2) The quality of the physical environment has a positive and insignificant effect on customer satisfaction. (3) The quality of personal interaction has a positive and significant effect on satisfaction. (4) Perceived value has a positive and insignificant effect on satisfaction. (5) Satisfaction has a positive and significant effect on trust. (6) Satisfaction has a positive and significant effect on commitment. (7) Satisfaction has a positive and significant effect on word of mouth. (8) Trust has a positive and significant effect on commitment. (9) Trust has a positive and significant effect on WOM. (10) Commitment has a positive and significant effect on word of mouth. The implications of this study indicate that it is very important to understand the factors that influence customers to talk to each other about a restaurant (word of mouth). This research helps to understand how these factors can provide an alternative marketing source to attract long-term economic sustainability in the restaurant industry.

Keywords: food quality, physical environment quality, personal interaction quality, Perceived value, satisfaction, trust, commitment, WOM.

I. INTRODUCTION

The food and beverage business sector are one of the most demanding businesses. In addition to generating profits, food is also everyone's basic need. The hunger experienced by humans is affected by the adequacy of nutrients in the blood, the quantity and composition of food, diet, climate, physical activity, hormones, and physical and mental health. A person's hunger level can determine what food he needs, when he needs food, and how much food he needs. (Whitney, 2016). The restaurant business is still considered to be one of the businesses with very good prospects, and can even survive the crisis and pandemic. The culinary field is currently the goal of entrepreneurs and is used as an investment. Among other regions in Indonesia, Bali is one of the tourist areas, the development of the catering industry, and one of the accommodations that support the tourism industry.

As part of the economic sector, restaurants are the biggest supporters of the Bali economic movement, especially in the Gianyar Regency. The sector must be optimized to restore economic growth in the region in order to be consistent with other regions. The number of housing units for catering companies has increased more competition, which is why aggressive diners need to be more innovative in managing restaurants to avoid losing customers. According to preliminary investigations conducted, it was discovered that Gianyar Regency had several restaurants. From the perspective of business units, in Gianyar Regent, some restaurants serve as an independent business unit, and some have joined other business units such as hotels, villas, leisure travel accommodation and shopping centers. Restaurants with limited promotional budgets, such as those being developed by Gianyar Regency, can still attract customers due to customer recommendations. This is because the restaurant service is based on experience, it is difficult to evaluate before buying (Zulherwan and Abror, 2019).

The restaurant industry is a very competitive realm. To attract and retain customers, restaurant owners must have a deep understanding of customer wants, needs, and perceptions (Sumardy, 2011). Jalilvand's research (2017) finds that satisfied customers with restaurant services will not only increase word of mouth but will also have confidence in the restaurant. Meanwhile, the results of Zulherwan's (2019) research which examined the sambalado restaurant in Padang City found that customer trust did not significantly affect word of mouth, thus it can be said that gaining trust from customers does not necessarily make the customer give recommendations through word of mouth. This difference in results becomes a further gap for these variables.

Not all results of every study indicate that trust, satisfaction, and commitment can be found when using relationship quality (RQ) attributes. The results obtained by studying the relationship between variables and the same variables are not always the same, which opens up a gap and new research opportunities. In this study, the context of RQ needs to be further investigated to determine the determinants of word of mouth and to expand the limited literature on this topic. Word of mouth is very important for improving restaurant business because it can be an alternative method to attract customers when the advertising budget is very limited and advertising promotion does not produce significant results. (Jalilvand, 2017). Additionally, word of mouth investigation of restaurant cases remains limited, especially for restaurants in Bali. Research is still rarely able to determine the main factors affecting word of mouth in the restaurant business. This can be seen in a small amount of literature. (Nariani, 2019).

II. THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

Food Satisfaction

Food is the main product of the hospitality industry, so it becomes the main focus that must be taken into account. Food quality refers to how customers enjoy restaurants. The quality of the food depends not only on the seasoning, but also on the presentation, the type of menu, the health, the freshness of the ingredients and the food served (Namkung and Jang, 2007). According to the research of Jalilvand (2017), Ryu and Han (2010); and Konuk (2019), the quality of food has a positive impact on the satisfaction of the restaurant visitor, so it is an important antecedent that needs to be investigated. Healthy, well-cooked, high-quality, delicious and beautifully presented food is a powerful predictor and determines the level of self-denial of the customer. The quality of the food on offer is at the core of the restaurant business. Ryu (2012) and Al-Tit (2015) also found that, in addition to the physical environment and the quality of the services provided, the quality of food is the most important factor in determining the level of consumer satisfaction. Research results from Prayag (2019) also show that food quality has a significant positive impact on the RQ of the catering industry. One of the RQ indicators is customer satisfaction, Jalilvand (2017)

H1. Food quality has a positive and significant effect on satisfaction.

Physical Environment Quality

In addition to food, visitors to the restaurant can directly enjoy the environment of the restaurant itself. The physical environment of a restaurant refers to the state of the facilities provided to receive customers. The physical environment of the restaurant will affect the psychology of customers and thus affect their valuation of the restaurant. Visitors to the restaurant usually see the physical condition of the restaurant in terms of the appearance of the building, the interior of the restaurant, the decoration and the questions asked, the kitchen utensils and tableware used (Meng and Elliot, 2008). If consumers see the physical environment of a high-quality restaurant, they will be satisfied. According to Jalilvand (2017) and Ryu (2012), the quality of the physical environment of a restaurant depends on the attractive appearance of the building, comfortable tables and chairs, and music and lighting that attract consumers.

H2. The quality of the physical environment has a positive and significant effect on satisfaction.

Personal Interaction Quality

Customers will also consider interaction factors when evaluating. The quality of interaction is about the way restaurant entrepreneurs interact with customers. Interaction with customers is carried out mainly by waiters and cashiers, not by the back office. The quality of customer interaction is usually indicated by friendliness, responsiveness, and degree of interaction with visitors (Vesel&Zabkar, 2009). The results of the research by Jalilvand (2017), Vesel and Zabkar (2010) show that personal interaction and the value perceived by the client are important determinants of satisfaction and maintain the relationship between clients and the company. The ability of service providers to communicate with clients increases cooperation and trust in the relationship-building process (Choi, 2013). At the same time, some studies have written that the main part of business strategy is human interaction between buyers and sellers (Nurhidayati, 2017).

H3. The quality of personal interaction has a positive and significant effect on satisfaction.

Perceived value

Perceived value is created based on the comparison between the perceived benefit and the price that the customer must pay for the product (Konuk 2019). Perceived value affects customer satisfaction due to they compare the benefits of several similar products at the same price. According to Jalilvand (2017), Vesel and Zabkar (2010), Tu, Li and Chih (2013), the perceived value of consumers is also an important factor that influences the level of consumer satisfaction. Perception of value is also an important part of restaurant service. Tu, Li, and Chih (2013) found that customer perceived value is a direct path and significantly affects customer satisfaction.

H4. Perceived value has a positive and significant effect on satisfaction.

Customer satisfaction

Jalilvand (2017), Chinomona and Dorah (2014) found that customer satisfaction can increase consumer confidence in restaurants, and satisfaction can cause someone to show positive behaviors such as trust. Furthermore, Leninkumar (2017) also found that there is a significant positive correlation between customer satisfaction and customer trust, demonstrating that customer satisfaction is the antecedent of trust. Walter, et al (2012) pointed out that customer satisfaction has a significant impact on customer trust.

H5. Satisfaction has a positive and significant effect on trust.

In addition to increasing customer confidence, satisfaction also affects their commitment to consumer products or services. According to the results of the research by Jalilvand (2017), Zulherwan and Abror (2019), they found that customer satisfaction affects their commitment to restaurants, so companies must implement it so that consumers are satisfied with the services provided by the company. Teo and Soutar The investigation (2012); Fullerton (2011) also shows that consumer satisfaction affects WOM training through customer commitment.

H6. Satisfaction has a positive and significant effect on commitment.

Satisfaction is one of the important factors affecting word of mouth. According to the results of the research by Jalilvand (2017), Sallam (2016), Konuk (2019), Zulherwan and Abror (2019), it is found that satisfied customers tend to show positive word of mouth and recommend restaurants to more people. close. . Customer satisfaction requires the business to pay too much attention because, in essence, the business exists to meet customer needs. Satisfied customers will benefit the company itself. When satisfaction drops, word of mouth recommendations will also appear in the same situation..

H7. Satisfaction has a positive and significant effect on word of mouth.

Trust

Trust in the product or service affects the promise. According to the research results of Jalilvand (2017), Zulherwan and Abror (2019), it is found that customer trust often affects customer participation in the product. At the same time, the study of Abosag and Lee (2013) found that trust is a precursor to determining the interaction between customers and products.

H8. Trust has a positive and significant effect on commitment.

According to the results of the research by Jalilvand (2017) and Sallam (2016), it is found that customer trust has a positive effect on increasing the intensity of WOM. Kassim and Abdullah Research (2010); Rizanata (2014) also found that trust has a positive effect on word of mouth.

H9. Trust has a positive and significant effect on word of mouth.

Commitment

Customer commitment to a product also affects the word of mouth shown by customers. According to the research of Jalilvand (2017); Zulherwan and Abror (2019); Brown (2005); Fullerton (2005) found that customer involvement in the product has a positive impact on word-of-mouth. Customers who have a high degree of commitment to products tend to recommend products through word of mouth. Gremler (2002) found that participation has a significant contribution to consumer loyalty and word-of-mouth communication.

H10. Commitment has a positive and significant effect on word of mouth.

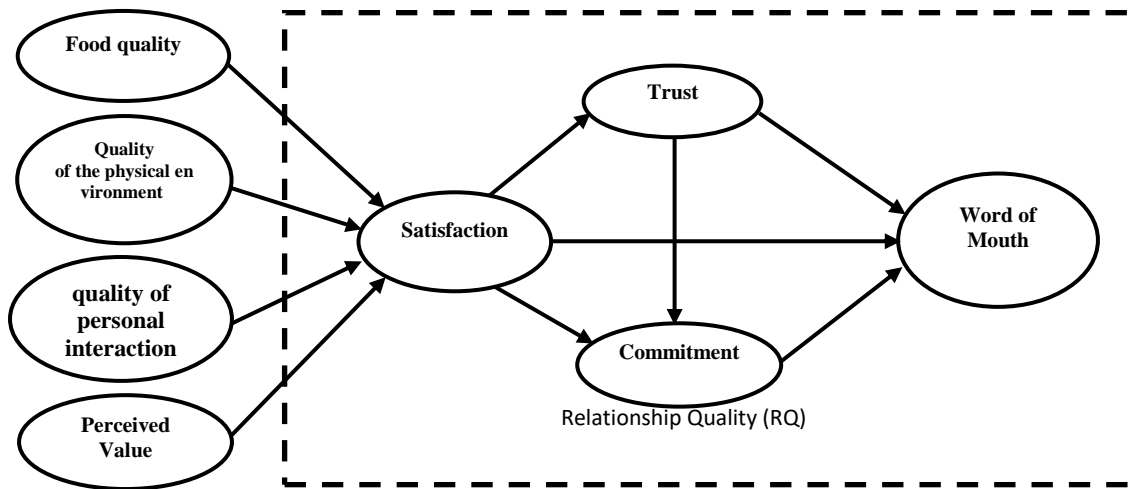


Figure 1. Conceptual Framework

III. METHODOLOGY RESEARCH

This research is a type of quantitative research. The scope of research taken in the restaurant business in Gianyar Regency as part of the accommodation and food and drink provider sector (BPS, 2019). The questionnaire is issued from August 2020 to September 2020. The subjects of this study are customers who have dine in Ji'anya mid-to-low-end restaurants. According to Solimun (2002:78), the effective sample number of the SEM model is 5-10 the number of indicators. There are 28 indicators in this study and the effective sample number is at least 160 samples. According to the number of restaurants, questionnaires were distributed to respondents in proportion to the seven streets of Ji'anya Regency It is assumed that the more restaurants, the more customers. Among the 196 questionnaires distributed, 160 valid respondents became the sample for this study. The exogenous variables in this study are the quality of the food, the quality of the physical environment, the quality of interpersonal communication, and the perceived value. The endogenous variables tested include customer satisfaction, trust, engagement, and word of mouth (WOM).

Indicators used was 28 items and using one until five on Likert's scale. Food quality indicators adapted and modified from Namkung and Jang (2007) Physical environmental indicators adapted and modified from Meng and Elliott (2008). Indicators of the quality of personal interaction were adapted and modified from Vesel and Zabkar (2009). The value perception indicator was adapted and modified from (2012). The satisfaction indicator was adapted and modified from Walsh (2010). Trust indicator was adapted and modified from Cassab and MacLachan (2009). Commitment indicators was adapted and modified from Fullerton (2005). The WOM indicator was adapted and modified from Jalilvand (2012). The data sources used are primary and secondary, with the data collection method using an online questionnaire survey using Google Forms. The test of the research instrument was tested on 30 samples and resulted in a score > 0.70 in the reliability test and the Pearson Correlation value on each variable was above 0.3 with a significance below 0.05. On the validity test. This indicates that all indicators are declared valid and reliable. Hypothesis testing was analyzed using SEM-PLS.

IV. RESEARCH RESULTS AND DISCUSSION

Table 1. Description of Respondents Characteristics

No	Characteristics of Respondents	Frequency (f)	Percent (%)
1.	Age		
	19 - 29 years	89	55.6
	30- 40 years	55	34.4
	41 - 51 years	16	10.0
2.	Gender		

No	Characteristics of Respondents	Frequency (f)	Percent (%)
	Man	67	41.9
	Woman	93	58.1
3.	Education		
	high school	33	20.6
	Bachelor or above	127	79.4
4.	Profession		
	Unemployed	17	10.6
	State-Owned Enterprises (SOE)	2	1.3
	Private employees	54	33.8
	civil servant	18	11.3
	Entrepreneur	69	43.1
5.	Origin		
	Local Bali	82	51.3
	Non-Local (Indonesia)	78	48.8

As can be seen from the above table there are 89 respondents aged 19-29, 55 respondents aged 30-40, and 16 respondents aged 41-51. Women dominate the study of up to 93 people. Respondents were 33 with secondary education and 127 with university degree or above according to their education level. Respondents are based on work, with a maximum of 17 unemployed persons, 2 in a State-Owned Enterprises (SOE), 54 private sector employees, 18 civil servants and 69 entrepreneurs. According to their sources, as many as 82 of the interviewees were locals in Bali and 78 were not locals (Indonesia).

Testing Outer Model

Testing the Outer Model carried out two tests, namely convergent validity, and discriminant validity. In the convergent validity test, all outer loading indicators have values above 0.65 with a range between 0.666 to 0.889, meaning that they are at the recommendation limit, then the composite reliability value is in the range between 0.789 to 0.915, all of which are above 0.8, meaning that all constructs formed has good consistency as a research model, the third is the average variance extracted (AVE) value where everything is worth above 0.5 with a range from 0.556 to 0.714 so it can be concluded that the research model in this study has good validity (table 2.) The discriminant validity test in the table above shows that all constructs have the AVE square root value above the correlation value with other latent constructs so that it can be concluded that the model has met discriminant validity (Table 3).

Table 2. Convergent Validity Results

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Food Quality	X ₁ 1	0.793	0.915	0.643
	X ₁ 2	0.831		
	X ₁ 3	0.718		
	X ₁ 4	0.799		
	X ₁ 5	0.817		
	X ₁ 6	0.845		
Physical Environment Quality	X ₂ 1	0.844	0.884	0.655
	X ₂ 2	0.791		
	X ₂ 3	0.807		
	X ₂ 4	0.796		
Quality of Personal Interaction	X ₃ 1	0.889	0.893	0.736
	X ₃ 2	0.859		
	X ₃ 3	0.826		
Perceived Value	X ₄ 1	0.872	0.877	0.705
	X ₄ 2	0.859		
	X ₄ 3	0.785		

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Customer satisfaction	Y ₁ 1	0.855	0.869	0.689
	Y ₁ 2	0.843		
	Y ₁ 3	0.792		
Trust	Y ₂ 1	0.815	0.789	0.556
	Y ₂ 2	0.738		
	Y ₂ 3	0.679		
Commitment	Y ₃ 1	0.840	0.813	0.593
	Y ₃ 2	0.794		
	Y ₃ 3	0.666		
WOM	Y ₄ 1	0.880	0.882	0.714
	Y ₄ 2	0.809		
	Y ₄ 3	0.845		

Inner Model Testing.

This research will be conducted bootstrap which will produce two measurement structural models, namely; t (t-test) and R^2 would be interpreted as multiple regression analysis (multiple regression) in general. The value of R^2 is highest in satisfaction variable of 0.686 which means that as many as 68.6% of satisfaction variables can be explained by the construct contained in the model that is the quality of the food, environmental quality physical, personal interaction quality and perceived value, while the lowest value contained in the variable confidence with 0.378 which means that 37.8% of the trust variable can be explained by the constructs that affect the variable, namely satisfaction. (Figure 2.).

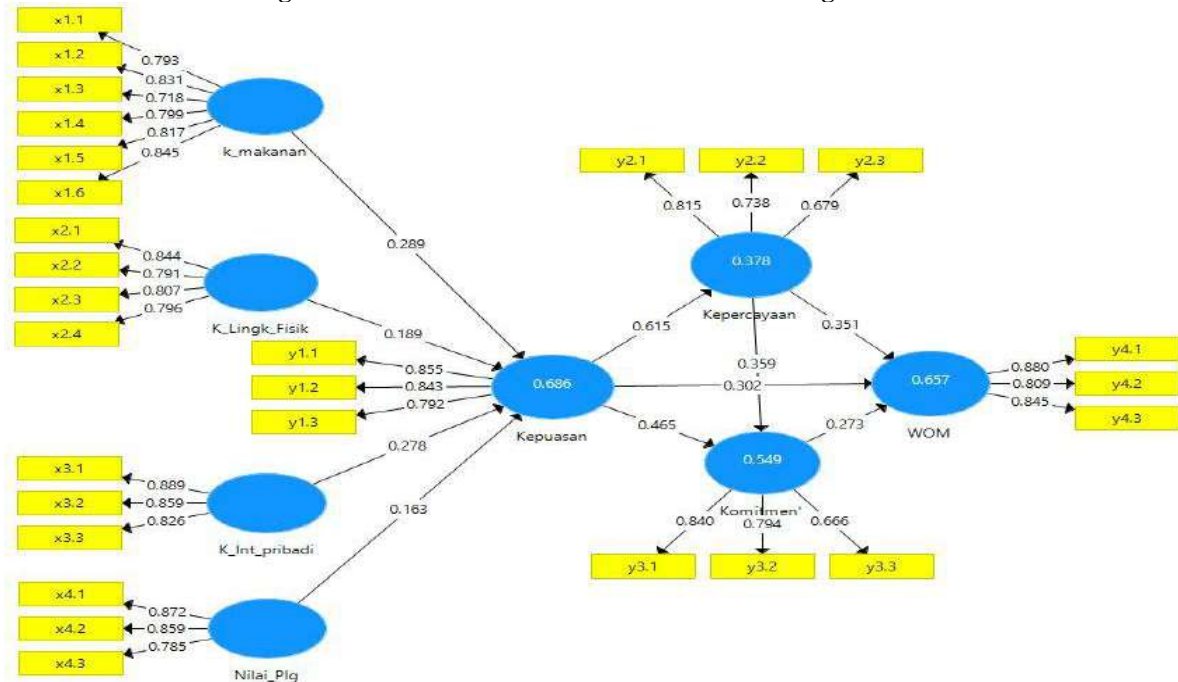
Table 3. Discriminant Validity Test Results Pengujian

Construct	Inter-Personal Quality	Physical environment Quality	Trust	Satisfaction	Commitment	Perceived Value	WOM	Food Quality
Inter-Personal Quality	0.858							
Physical Environment Quality	0.721	0.810						
Trust	0.610	0.554	0.746					
Satisfaction	0.759	0.715	0.615	0.830				
Commitment	0.653	0.602	0.644	0.685	0.770			
Perceived Value	0.769	0.693	0.603	0.730	0.566	0.840		
WOM	0.698	0.660	0.713	0.705	0.707	0.606	0.845	
Food Quality	0.760	0.739	0.557	0.765	0.589	0.771	0.608	0.802

Source: Data processed, 2020

From an examination of the value of R^2 can be summed up, in general, the predictive ability of this research model moderate, the views of all the variables that have a value of R^2 equal to or above 0.33. (Hair et al., 2011). The model is also measured using the Q-Square predicate e relevance, namely

Figure 2. Estimation Results of Full Model PLS algorithm



$$\begin{aligned}
 Q^2 &= 1 - (1 - R1^2) (1 - R2^2) (1 - R3^2) (1 - R4^2) \\
 &= 1 - (1 - 0,686) (1 - 0,378) (1 - 0,549) (1 - 0,657) \\
 &= 1 - (0,314) (0,622)(0,451)(0,343) \\
 &= 1 - 0,030 = 0,97
 \end{aligned}$$

This explains that it is greater than 0 (0, 97), thus it can be interpreted that the model is good because it has a relevant predictive value, which is 97 %. This shows that variations in satisfaction, trust, commitment, and WOM are explained by the variables used, namely food quality, physical environment quality, researchpersonal interaction quality, and perceived value, while the remaining 3 % is explained by other variables outside this model.

Hypothesis testing

Table 4. Path coefficient

Correlation between Variables	Path Coefficient	t-statistics	P Values	Information
Food Quality -> Satisfaction (H ₁)	0.289	3.221	0.001	Accepted
Physical Environment Quality -> Satisfaction (H ₂)	0.189	1,897	0.058	Rejected
Quality of Personal Interaction-> Satisfaction (H ₃)	0.278	2.370	0.018	Accepted
Perceived Value -> Satisfaction (H ₄)	0.163	1,710	0.088	Rejected
Satisfaction -> Trust (H ₅)	0.615	11,283	0.000	Accepted
Satisfaction -> Commitment (H ₆)	0.465	5.112	0.000	Accepted
Satisfaction -> Word of Mouth (H ₇)	0.302	4.371	0.000	Accepted
Trust -> Commitment (H ₈)	0.359	3.982	0.000	Accepted
Trust -> Word of Mouth (H ₉)	0.351	5.073	0.000	Accepted
Commitment -> Word of	0.273	3,694	0.000	Accepted

Mouth (H₁₀)				
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Above shows that the quality of food has a positive and significant impact on satisfaction. The results of this study were supported by Evirasanti et al. (2016), it has been shown that food quality has a positive and significant impact on Métis customer satisfaction. Another study conducted in informal restaurants found that the quality of food has a positive and significant impact on consumer satisfaction (Canny, 2013). Research results from Prayag (2019) also show that food quality has a significant positive impact on customer satisfaction. indicates that the quality of the physical environment has a positive impact on satisfaction, but does not have a significant impact on satisfaction. This shows that the quality of the physical environment cannot directly affect the customer satisfaction of the Gianyar Regency restaurant. The results of this study contradict the research carried out by Jalilvand (2017), and the quality of the physical environment of restaurants has a positive and significant impact on satisfaction. This research is supported by Syafrin's (2018) study that the physical environment has a positive and negligible effect on satisfaction. This assumption suggests that the quality of the physical environment does not always lead to customer satisfaction. Thus, H₂ was rejected. H₃ indicates that the enthusiasm and satisfaction of perceived value are not significant. This shows that the perceived value has no direct impact on the customer satisfaction of the Gianyar Regency restaurant. Konuk (2019), the quality of perceived value has a positive and significant impact on satisfaction. The research supporting the results of this study was conducted by Sandy et al. (2018), and the perception of emotional value has a positive and insignificant impact on consumer satisfaction in Jokop stores. According to research conducted by Walter et al. (2012) at H₄ customer satisfaction has a positive and significant impact on trust. Leninkumar (2017) also found that there is a significant positive correlation between customer satisfaction and customer trust, which indicates that customer satisfaction is a precedent for trust. Chinomona and Dorah (2014) found that customer satisfaction has a positive and significant impact on consumers' confidence in restaurants. Satisfaction can make someone show positive behaviors such as trust.

H₅ shows that satisfaction has a positive and significant impact on engagement. These results are supported by Zulherwan and Abror (2019), customer satisfaction, and a significant positive impact on restaurant customer engagement. Fullerton (2011) also showed that consumer satisfaction affects WOM training through customer participation. Research conducted by Jalilvand (2017) found that satisfaction has a positive and significant impact on commitment. H₆ indicates that satisfaction has a positive and significant impact on word of mouth. The results of this study were supported by Konuk (2019), and found that satisfied customers tend to show positive word-of-mouth and provide restaurant recommendations to those closest to them. Research by Sallam (2016) found that satisfaction has a positive and significant impact on word of mouth. Jalilvand (2017) also found that consumer satisfaction has a positive and significant impact on word of mouth. H₇ shows that trust has a significant positive effect on engagement. According to the results of the research by Jalilvand (2017), trust has a positive and significant impact on customer engagement. At the same time, studies by Abosag et al. (2013) and Zulherwan et al. (2019) show that trust can have a positive and significant impact on engagement. The results of H₈ previous research show that trust has a significant positive impact on word of mouth. The results of this study were supported by Sallam (2016) and found that customer trust has a positive effect on increasing positive word of mouth. The research by Kassim et al. (2010) and Rizanata (2014) also found that trust has a positive and significant impact on word of mouth.

The results of H₉ shows that commitment has a positive and significant effect on word of mouth. According to Jalilvand's research (2017), customers who have a high commitment to a product have a positive and significant effect on WOM. Another study conducted by Zulherwan and Abror (2019) found that customer commitment to a product has a positive and significant effect on the intensity of word of mouth. The results of H₁₀ shows that commitment has a positive and significant effect on word of mouth. According to the research results of Jalilvand (2017) and Zulherwan and Abror (2019), customers with a high commitment to the product have a positive and significant impact on word of mouth. Research by Zulherwan and Abror (2019) found that customer engagement also has a positive and significant impact on word of mouth intentions.

V. RESEARCH CONCLUSION AND IMPLICATION

According to the results, it can be concluded that H₁, H₃, H₅, H₆, H₇, H₈, H₉, and H₁₀ have significant positive effects, while H₂ and H₄ have no significant positive effects. The results of this study show that customer satisfaction is affected by food quality factors and the quality of personal interactions. The physical quality and perceived value of the restaurant do not affect customer satisfaction. This is a gap with the results of previous studies, which provides an opportunity to study the real impact of the quality of the physical environment and the perceived value of restaurant customer satisfaction. Confidence is affected by satisfaction factors. Commitments are affected by factors such as customer satisfaction and trust. WOM is affected by factors such as satisfaction, trust, and commitment. The results of the

Study shows that the quality of food and the quality of interaction between managers and customers affect customer satisfaction for Gianyar Regency's mid-range and low-end restaurants. Both factors are very important to achieve customer satisfaction. At the same time, the quality of the physical environment and perceived value do not have a significant impact on customer satisfaction. The atmosphere in the lower-middle level restaurant is too good to be a waste, sometimes making customers worry about the price of the food they sell. Due to the Covid-19 pandemic and restrictions on community activities that affect this variable, customers' perceptions of the value of meals seem to have changed. In order to gain a positive reputation from customers, entrepreneurs do not only pursue satisfaction, they must always maintain the trust of customers in them, especially in terms of the suitability between the menu provided on the list and the food provided. In addition, it is also important to encourage customers to participate and show a positive attitude so that they can continue to come back to buy food in the future. On the other hand, this research provides advice to the Gianyar Regency Government to provide guidance, assistance and monitoring of the development of restaurants in the Gianyar Regency, especially the middle and lower classes with limited funds, who can rely on word of mouth as a marketing strategy.

This study has limitations because it only investigated medium-low level restaurants. Furthermore, there is a gap in the relationship between physical fitness and perceived satisfaction value, and the results are not significant, so the results of this study are interesting. Therefore, more research is needed on restaurants, especially for upper-middle-level restaurants. Tourists may have different attitudes towards some of the variables tested in this study.

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