

SERVICE QUALITY AND POSITIVE WOM INCREASING CUSTOMER SATISFACTION: PURCHASING DECISION AS INTERVENING VARIABLE

Shifa Dwi Syafitri¹, Bonifasius MH Nainggolan²

UNIVERSITAS ASA INDONESIA^{1,2}

Email: shifadwi2001@gmail.com; bonifasius@stein.ac.id

Received: July 31, 2023

Approved: November 20, 2023

Abstract

This study examines the service quality of Bakso Rusuk Joss restaurant in Depok and Positive WOM for customer satisfaction through purchasing decisions. The research methodology used is purposive sample. The final data sample was obtained on Bakso Rusuk Joss with 245 respondents who made purchases twice or more. Hypothesis testing was carried out using the Partial Least Squares-Structural Equation Modeling (PLS-SEM). PLS-SEM analysis is carried out in two steps. The first step is the reliability and validity analysis, while the second step is the estimation and verification of path coefficients and performance of structural models. Hypothesis testing with SEM using PLS-SEM 2.3.9 software. The results of this study show that service quality has a direct positive and significant effect on customer satisfaction and purchasing decisions. Positive WOM has a direct positive but insignificant impact on customer satisfaction. Purchase decisions have a direct and significant impact on customer satisfaction.

Keywords: Service Quality, Positive WOM, Purchasing Decision, Customer Satisfaction

Introduction

Indonesia has a wide variety of delicious and delicious specialties. Indonesian food has a taste of spices which is one of the keys to the deliciousness of typical Nusantara cuisine. Along with the development of the times that are getting more advanced era, there are many types of food such as Fast Food, western food, Korean food, and others, but some Indonesian people still like Indonesian specialties, such as meatballs. Meatballs are no less delicious than fast food or other foods from several countries. Meatballs with a taste that will be spices are one of the factors that attract enthusiasts to taste them. Business actors such as the Franchise business must continue to strive to increase creativity and innovation to continue to attract customers to buy.

One of the culinary businesses that are favored by the Indonesian people is Bakso Rusuk Joss. Bakso Rusuk Joss are widely known by the public since 2015. Bakso Rusuk Joss is a franchise business in the culinary field that has differences from other meatball culinary businesses. Because what distinguishes it is that in Bakso Rusuk Joss various kinds of meatballs are large and unique such as meatballs with tom yam soup, Padang sauce soup, devil's rib meatballs, pizza meatballs, trident meatballs measuring about 7-10 kg, and other meatballs.

A franchised business or franchise is the exclusive right of a person or company to a business system with business functions. That is, the marketing of goods and services that have been proven successful and that can be made available and used by other parties under contract.

In this very fierce competition, the restaurant business is undergoing competitive changes, so consumers are therefore very conscious of the quality of restaurant service. Consumers easily switch to other restaurants if they don't get good service. However, if consumers get good service, they will feel satisfied. One of the factors that can guarantee customer satisfaction is service quality. Parasuraman et. al., (1985) mentions that service quality is the difference between consumer responses to expectations and the services provided by companies. Sakyi (2020) improving the quality of service is important to gain market share and provide a competitive advantage for the company, given the intense competition faced by businesses today.

One of the reasons consumers do not get satisfaction is the failure of employees in serving customers to make a positive impression on customers. This affects the unwillingness of consumers in recommending the products and services they receive in the form of WOM to other people, friends, or family. WOM is a marketing tool that is an alternative for companies because it is a strategy that companies must get customers and connect customers with the company. Berger (2014) an unofficial communication intended for other consumers, the content of WOM is in the form of information about the characteristics of a product and service, and about how it is used and the seller.

PWOM is a key factor source of information when people find a new service provider (Keaveney, 1995). Marketing managers believe that WOM cannot be separated from the success of products and services, because companies must think carefully about promotional strategies and maintain a PWOM for the products or services they sell (Sun et al., 2021). When someone is persuaded to buy then can convince others to buy and those who increase their PWOM trust in the product can attract more customers (East et al., 2016).

Several studies have attempted to link service quality with customer satisfaction, but the results have been inconsistent. Several studies found that service quality has a large positive impact on customer satisfaction (Aditia et al., 2021; Chang & Thai, 2016; Chuenyindee et al., 2022). However, Kelana (2021) shows that there is an indirect effect between service quality and customer satisfaction. Prentice & Nguyen (2020) shows that service quality has a negative impact on customer satisfaction, but it is not significant.

However, previous research on Positive WOM on customer satisfaction is limited and has not been found much. According to Sun et., al (2021) shows that there is an influence of PWOM on customer satisfaction

The gap in understanding the relationship between service quality and Positive WOM can be bridged by including the purchase decisions as an intermediary. Previous studies have shown that purchasing decisions can act as intermediaries related to service quality and customer satisfaction (Hasanuddin, 2016; Manggala et al., 2022). However, there is relatively limited research

demonstrating an indirect and significant impact between WOM positivity and customer satisfaction through purchase decisions. The purpose of this study was to (1) test the impact of service quality on purchasing decisions and customer satisfaction; (2) test the positive impact of WOM on purchasing decisions and customer satisfaction; (3) test the impact of purchasing decisions on customer satisfaction; (4) her role in purchasing decisions as a facilitator of service quality and positive WOM for customer satisfaction.

Literature Review

Service Quality

Parasuraman et. al., (1985) mentioned that the quality of service is the difference between the consumer's response to expectations and the services provided by the firm. Quality is the best result of a product that can satisfy predetermined consumer needs (Indrasari, 2019). Service is an activity intended to provide satisfaction to customers, with this it will be fulfilled the wishes and needs of customers (Indrasari, 2019).

Sakyi (2020) argues that service quality is a consumer consideration of a service given by the company. Hu et. al., (2009) Service quality is an important element for any service company designed to influence competitive advantage. Tigu et. al., (2015) service quality is measured based on the interaction between the consumer experience and the service as well as on the results of the service process itself. Zhao et. al., (2010) define that service quality ultimately affects the way customers evaluate companies and has a lasting effect on consumer awareness, leading to repeat and more frequent buying behaviors.

Parasuraman et. al., (1985) said that service quality has five dimensions: *Tangible, Reliability, Responsiveness, Assurance, and Empathy*. Service quality is the focus of a customer-centric company today (Blut, 2016). Zhao et. al., (2010) mentioning the quality of service ultimately affects customers a company's evaluation and has a lasting impact on consumer awareness and leads to repeat and more frequent buying behaviors.

Good quality of service can affect purchasing decisions, the more improved the service will make customers make purchases, purchasing decisions are important in a company's progress. Hartmann et. al., (2020) purchase decisions can be influenced by purchasers by responding to influence. Consumer confidence in buying from the seller and the purchase decision (whether to purchase or not) that occurs, the results vary depending on the policies made by the seller.

Customer satisfaction is an emotional assessment of the experience experienced by consumers after eating at a restaurant (Lai, 2014). From this, we can conclude that customer satisfaction is what consumers can decide whether to buy again. Consumers will feel satisfied with the goods and services purchased when they get good service. Customer satisfaction can be created if a company can provide good service quality. Based on previous research conducted by Chow et. al., (2007) and Chuenyindee et. al., (2022) argue that the quality of service has a significant positive impact on customer satisfaction. Nasution & Lesmana (2018) gives the result that between service quality and purchasing decisions have a positive and significant effect. Hasanudin (2016) shows that service quality indirectly affects customer satisfaction through the purchasing decision.

Therefore, the hypothesis can be formulated as :

H₁: There is an influence of Service Quality on Purchasing Decisions

H₂: There is an influence of Service Quality on Customer Satisfaction

H₃: There is an indirect influence of service quality on customer satisfaction through purchasing decisions.

Positive WOM

WOM is a more crucial input to the decision-making process when purchasing services, not goods (Buttle, 1998). WOM is a communication tool for the assessment of a product, brand, or service between consumers and others (Bakti et al., 2020). Westbrook (1987) WOM is an unofficial communication devoted to other consumers who have the purpose of influencing by illustrating certain goods and services.

PWOM is a key factor source of information when people find a new service provider (Keaveney, 1995). Marketing managers believe that WOM cannot be separated from the success of products and services, because companies must think carefully about promotional strategies and maintain a PWOM for the products or services they sell (Sun et al., 2021a). In turn, consumers are likely to share positive information talk about their experiences because seeing the spread of word online is becoming more and more common (Mahapatra & Mishra, 2017).. When someone is persuaded to buy then can convince others to buy and those who increase their PWOM trust in the product can attract more customers (East et al., 2016) From a business perspective, researchers have noted different strategies for promoting PWOM for a brand (Sun et al., 2021a). For example, explored how product features shape WOM (Berger et al., 2011). Proposed companies can use celebrities to promote WOM (Thomas et al., 2020).

According to Talwar et al (2021), there are three types of PWOM, namely: *Perceived information quality*, *perceived benefit*, and *perceived ability*. Ter Mors et al (2010) say *Perceived information quality* is the quality of information taken as a measure of the subjective value and completeness of the information provided. Garg et al (2021) said that *Perceived benefit* is the source of the information obtained and the transactions carried out and provide perceived benefits. *Perceived ability* is what consumers feel when companies replicate expectations of ability and consider factors that affect ability (Chang & Shih, 2012).

PWOM identified as the process by which employees communicate information and opinions about the organization internally and externally (Keeling et al., 2013). PWOM has beneficial consequences for a product or service and is characterized by many consumers who not only communicate the product or service but also praise it to other consumers (Carroll & Ahuvia, 2006). Anwar & Gulzar (2011) says positive information from WOM makes it easier for customers and encourages customers to make purchasing decisions. Purchasing decision is a cognitive process of a person that leads to the selection of a product, service, or purchase from several choices (Cheung & Thadani, 2012).

Customer satisfaction is a behavior of a person's loyalty to the product and attitude of wanting to recommend repurchases (Gustafsson et al., 2005) Customer satisfaction is something that is obtained from consumer expectations of the products sold (Meesala & Paul, 2018). According to previous research by (Sun et al., 2021) PWOM has a significant impact on customer satisfaction.

Therefore, we can hypothesis that:

H₄: There is a PWOM influence on purchasing decisions.

H₅: There is an influence of PWOM on Customer Satisfaction

H₆: There is an indirect influence of PWOM on customer satisfaction through purchasing decisions.

Purchase Decisions

Purchasing decisions can be interpreted as a step that consumers skip before making an actual purchase (Hanaysha, 2022). A purchase decision is an individual's decision whether or not to purchase a product offered by a seller (Indrasari, 2019). Salem (2018) says purchasing decisions are a process that begins when consumers identify needs, look for alternatives, evaluate alternatives, and then choose specific products and services. Sharma et. al., (2021) say before making a purchase decision, consumers will generally look for information online first about a brand and assess the benefits of choosing goods or services purchased by other consumers.

Karimi et. al., (2015) argue that purchasing decisions consist of five factors: *Need recognition, information search, evaluation of alternatives, purchase, and post-purchase stage*. Purchasing decisions can be influenced by information about the product that consumers get from several sources (Karimi et al., 2018). According to Faulds et. al., (2018) in making a decision, consumers have the right to think about whether to buy the product or not.

From the above definitions, we can conclude that customers decided to purchase goods or services when they consider the value of the goods or services they obtain. If the service provided to customers is good, it will foster a sense of satisfaction with the goods or services purchased and a great possibility that customers will make repeated purchases

Customer satisfaction is one of the most important factors in the purchasing process. The more satisfied customers are with the services and goods and services purchased, the more the level of purchase and profit for the company. A previous study by Saputra et al (2017) and Tirtayasa et. al., (2021) shows the result that there is a significant influence of purchasing decisions on customer satisfaction. So that the hypothesis can be made as follows:

H₇: The effect of purchasing decisions on the satisfaction of the offenders

Customer Satisfaction

Churcill & Suprenant (1982) says that customer satisfaction is the result of purchasing and using goods and services, which is obtained from the comparison of satisfaction obtained and the cost of obtaining buyers and is related to the expected consequences. Lai (2014) defines customer satisfaction as an emotional evaluation of all the experiences consumers experience after eating at a restaurant. Yang & Peterson (2004) is described customer satisfaction as an standard score based totally on the overall enjoy of purchasing and ingesting goods or services. Chang & Chen (2009) Customer satisfaction is a customer response in the form of an assessment of the purchase, and is one of the important goals aimed by a business company in marketing its goods and services. Dahlgaard-park (2012) Business companies in general make customer satisfaction a benchmark to adjust the services provided.

According to Ostrom & Iacobucci (1995), there are five denominations in measuring customer satisfaction, namely: *Price of goods, service efficiency, attendant attitude, the overall performance of the company, and the closeness to the ideal company* (proximity to the ideal company). The concept of customer satisfaction has been attracting the interest of researchers for more than 30 years, as customers are the main source of income for most business people (Tami, 2004). Shboll et. al., (2022) said that delivery time is one of the customer satisfaction factors, where the shorter the provider time provided through a business enterprise, the higher the level of customer satisfaction. However, Garcia et. al., (2012) argue that even when customers are satisfied with the previous experience, not all customers will always return to the same service provider.

Purchasing decisions can provide satisfaction to customers if supporting factors are met such as good service and attractive PWOM because customer satisfaction is one of the most important factors a business needs to consider. Companies need to prepare marketing strategies so that customers get satisfaction according to their expectations.

Thinking frame

From the hypothesis above, the frame of mind can be described as below:

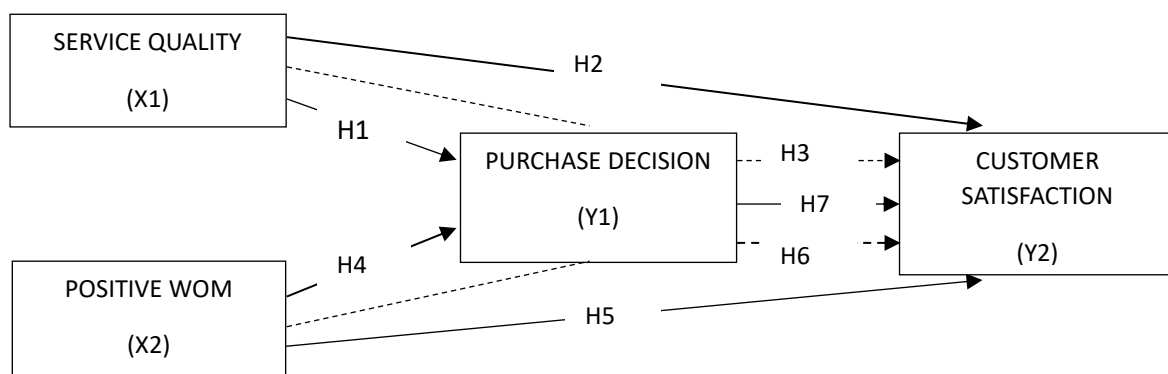


Figure 1: frame of mind

Research Methodology

Sample & Population

The method used in this study was to use quantitative methods by conducting a direct survey of respondents by submitting a questionnaire. The research was conducted at Bakso Rib Joss Margonda Depok. The study population consisted of consumers who visited Bakso Rusuk Joss in January-February 2023. The sampling methodology for this study used a purposive sampling technique in which two or more purchases were made. According to Sugiyono (2013), purposive sampling is one way to find research samples by having certain considerations that aim to obtain more representative data. The questionnaire was distributed to 300 respondents, but among those who returned and qualified there were 245 respondents (81.67%), the remaining 55 questionnaires did not produce and were eligible for research (respondent profiles in Table 1.)

Measurement

Data collection uses statements measured by variables, with the written method given to respondents. In measuring the questionnaire, this study used a Likert scale, which is a scale that contains 5 answer options, that is 1 (Strongly Disagree) to 5 (Strongly Agree). The exogenous variables in this study are Service Quality and Positive WOM. The endogenous variables are purchasing decisions and customer satisfaction. Purchasing decisions also act as mediators.

Data Analysis

Data processing using SPSS version 24 and Smart-PLS 3.2.9. instrument validity test using the Pearson Product Moment correlation method to 25 customers. The validity test results showed that the statements on the questionnaire had significant values of all <0.05 . The variables studied entirely had Cronbach Alpha >0.7 . Thus, the instruments used are valid and reliable. Data analysis using SEM (Structural Equation Model).

Results And Discussion*Respondent Profile***Table 1. Respondent Profile**

Character	Information	Total	%
Gender	Male	86	35,10
	Female	159	64,90
Age	< 20	9	3,67
	20 – 30	215	87,76
	31 – 40	3	1,22
	> 40	18	7,35
Status	College student	117	47,76
	Student	2	0,82
	Housewives	21	8,57
	Workers	105	42,86
Final education	SMP-SMA	183	74,69
	S1-S3	48	19,59
	Other	14	5,71
Shops visited	Jakarta	71	28,98
	Depok	124	50,61
	Bogor	36	14,69
	Bekasi	13	5,31
	Other	1	0,41
Number of purchases	2-3 times	207	84,49
	>3 times	38	15,51

Based on Table 1, we found that out of the 245 respondents who answered the distributed questionnaire, the most of the respondents were female percentage of 64.90% and male with a percentage of 35.10%. With this, it can be known that the Bakso Rusuk Joss restaurant is more in demand by women. The results further stated that the most of respondents who filled in were between the ages of 20-30 years with a percentage of 87.76%. And the rest with the age of <20 years, 31-40 years, and >40 years. Based on the status, the majority fill in our students (College student) with a percentage of 47.76%, and the rest are (student) student status, housewives, and workers. Meanwhile, based on the latest education, the majority of respondents filled out the middle-high school questionnaire with a percentage of 74.69%, the rests were S1-S3 and others. Furthermore, based on the outlets that have been visited by respondents, the most of Depok outlets with a percentage of 50.61%, the rest are Depok, Bekasi, and others. And for respondents who have made a majority purchase 2-3 times with a percentage of 84.49%, the rest is more than 3 times.

Structural Model

All variables have an Alpha coefficient higher > than 0.7. Each indication of each latent variable has a cross-loading value greater that 0.7. additionally, the Average Variant Extract (AVE) value has a value has a value of > 0.05 for each variable indication that meets the criteria. As a result, it can be said that the measurement model is reliable and supported by the data gathered.

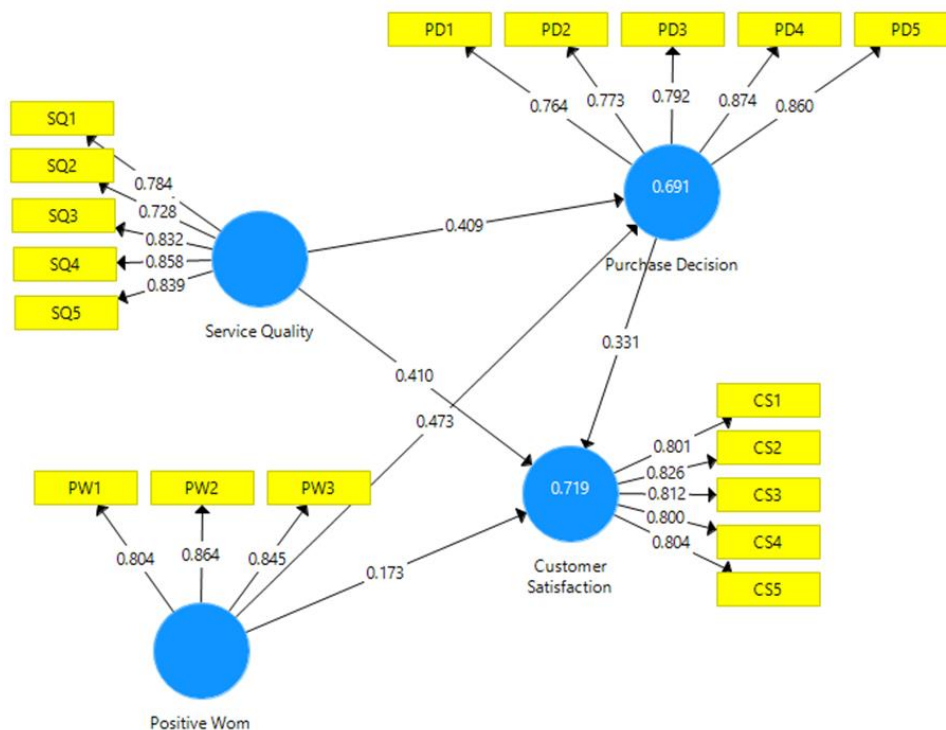


Figure 2. Structure Measurement Model

Table 2. Evaluation of Model Measurements

No	Indicator	Outer Loadings	CR.	Alpha Cronbach	AVE
	Service Quality				
1	Bakso Rusuk Joss has a comfortable place for family or friends to visit.	0,784	0,905	0,868	0,655
2	Bakso Rusuk Joss Service is quite impressive	0,728			
3	Bakso Rusuk Joss Staff provide swift service in helping customers.	0,832			
4	The menu information provided by Bakso Rusuk Joss is quite clear	0,858			
5	Bakso Rusuk Joss employees are swift in serving when customers need something	0,839			
	Positive WOM				
6	I often hear the satisfaction of others after eating at Bakso Rusuk Joss.	0,804	0,876	0,788	0,703
7	I would recommend Bakso Rusuk Joss to my friends or family.	0,864			
8	I was satisfied with the food and would invite friends and family to eat at Bakso Rusuk Joss.	0,845			
	Purchase Decision				
9	Bakso Rusuk Joss is a meatball restaurant that is in great demand.	0,764	0,907	0,872	0,662
10	Looking for information on Bakso Rusuk Joss from friends or social media.	0,773			
11	Bakso Rusuk Joss is the main choice of consumers when they want to buy meatballs.	0,792			
12	I am interested in buying Bakso Rusuk Joss.	0,874			
13	I'm satisfied with the quality of the food at Bakso Rusuk Joss, and I will be back.	0,860			
	Customer Satisfaction				
14	I'm satisfied with the price offered by Bakso Rusuk Joss according to the quality obtained.	0,801			

15	I'm satisfied with the service provided by Bakso Rusuk Joss.	0,826	0,904	0,868	0,653
16	I am satisfied because I can choose the menu according to my taste.	0,812			
17	I was satisfied with the atmosphere provided by Bakso Rusuk Joss.	0,800			
18	I am satisfied because Bakso Rusuk Joss provides a cool atmosphere, has a variety of menus, and provides good service according to my expectations.	0,804			

Construct Reliability (CR) shows that internal consistency between 0.905 and 0.876, all > 0.7 indicates that there is very satisfactory reliability. Alpha-Cronbach > 0.7 indicates the reliability of the instrument. The total AVE is > 0.5, so the construction formed has good validity.

Discriminant Validity

Table 3. Discriminant Validity

	CS	PWOM	PD	SQ
CS	0,808			
PWOM	0,753	0,838		
PD	0,786	0,791	0,814	
SQ	0,801	0,776	0,776	0,810

Note: SQ (Service Quality), PWOM (Positive WOM), PD (Purchase Decision), CS (Customer Satisfaction)

The results of the Fornell-Larcker test criteria test in Table 3 show that the research instrument has good discriminant validity when the number of AVE square roots of each construct exceeds the highest correlation among other constructs.

R-Square (R²) dan F-Square

R-Square's customer satisfaction value is 0.719 which means the magnitude of customer satisfaction is 71.9% influenced by service quality and PWOM. And the value of R-Square purchasing decisions is 0.691 which means that the variable purchase decision of 69.1% is influenced by service quality, PWOM, and customer satisfaction. As for f-square, service quality has a medium impact on customer satisfaction (0.195), a measure of service quality on purchasing decisions has a medium impact (0.215), PWOM on small customer satisfaction (0.033), Positive WOM on purchasing decisions has medium impact (0.289), and purchasing decisions on customer satisfaction has a medium impact (0.120).

Multicollinearity Test

Tabel 4. Inner VIF Value

	CS	PWOM	PD	SQ
CS				
PWOM	3,243		2,517	
PD	3,240			
SQ	3,058		2,517	

Note: SQ (Service Quality), PWOM (Positive WOM), PD (Purchase Decision), CS (Customer Satisfaction)

Multicollinearity between constructs is tested based on the value of the VIF. Table 4 shows that there is no correlation between the exogenous studied, especially if the exogenous variable is customer satisfaction. A VIF <5 indicates this. Therefore, the assumption of non-multicollinearity can be met.

Accuracy of Predictions (Q-Square)

Relevance of prediction of endogen variables using Q-Square = >0. Hair et. al., (2017) is determined based on an assessment of the contribution of exogenous constructs to Q-Square endogenous latent variables. If the Q-Square value is >0 then it indicates that the variables of the oncogene construct have predictive relevance for the endogenous construct variable.

Tabel 5. Nilai Q-Square

	SSO	SSE	Q ² (=1-SSE/SSO)
CS	151,413	82,531	0,455
PWOM	80,105	80,105	
PD	170,150	88,962	0,477
SQ	158,534	158,534	

Note: SQ (Service Quality), PWOM (Positive WOM), PD (Purchase Decision), CS (Customer Satisfaction)

The Prediction Accuracy (Q-Square) results at T a bel 5 shows that the Q-Square value of all variables has a strong predictive relevance category because it is >0.

The goodness of Fit Model

Tabel 6. Nilai Goodness of Fit Model

	Saturated Model	Estimated Model
SRMR	0,064	0,064

Table 6 shows the result of SRMR value = 0.064. We can then conclude that the values indicate a good fit model because the SRMR value < 0.10

Hyphotesis

Table 7. Hyphotesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Values	Conclusion
Direct Effect						
SQ -> CS	0,410	0,404	0,085	4,821	0,000	Accepted
SQ -> PD	0,409	0,411	0,065	6,252	0,000	Accepted
PWOM -> CS	0,173	0,184	0,089	1,951	0,052	Rejected
PWOM ->PD	0,473	0,472	0,072	6,559	0,000	Accepted
PD -> CS	0,331	0,328	0,087	3,820	0,000	Accepted
Indirect Effect						
SQ -> PD -> CS	0,135	0,135	0,043	3,165	0,002	Accepted
PWOM -> PD -> CS	0,157	0,153	0,044	3,545	0,000	Accepted

Note: SQ (Service Quality), PWOM (Positive WOM), PD (Purchase Decision), CS (Customer Satisfaction)

Using significance levels $\alpha < 0,05$; $t > 1,96$; table 7 shows that most variables have a positive influence and significant effect and the hypothesis is accepted. However, the hypothesis is rejected based on values of $t > 1,96$ and $p\text{-value} < 0,05$, except that his PWOM variable on customer satisfaction has a positive and insignificant effect.

Discussion

This study examines the function of service quality, PWOM on customer satisfaction through purchasing decisions. This research has a significant relationship with service research, particularly in Indonesian food restaurants. This study answers the objectives of the study.

First, service quality has a positive impact and is significant on customer satisfaction. This result means that if the quality of service is high, the customer will be happy with the service. This study is consistent with previous studies show that good service quality increases customer satisfaction in line with expectations (Aditia et al., 2021; Chang & Thai, 2016; Chuenyindee et al., 2022). This shows that the quality of service owned by the Bakso Rusuk Joss restaurant has met consumer expectations so that it can satisfy customers. The good service the restaurant provides affects how well it runs. In addition, when the customer is happy with what they buy, that's called satisfaction. Satisfaction is what the customers feel when they're happy with the things they've bought. Chang & Chen (2009) argue that customer satisfaction, which is a response in the form of a human evaluation of purchases, is one of the maximum vital dreams that companies pursue

whilst selling items. Therefore, companies need to evaluate service activities by measuring service quality periodically to ensure increased customer satisfaction.

Second, PWOM on customer satisfaction is stated to be insignificant, this is because PWOM spread about Bakso Rusuk Joss is not necessarily able to provide customer satisfaction. In contrast to the results found by previous studies (Sun et al., 2021) where PWOM affects customer satisfaction. So that Bakso Rusuk Joss need to increase customer satisfaction so that PWOM that is spread and heard by consumers is in accordance with their expectations and consumers will feel joy. WOM is a communication tool that functions to evaluate a product, brand, or service between consumers and other people (Bakti et al., 2020). PWOM also has a positive impact on products and services by marking a large number of consumers who not only telling their products and services but also praise them to others (Carroll & Ahuvia, 2006). PWOM also has an impact on customer satisfaction, where satisfied customers will tell their experiences to other consumers so that it will make many consumers come and buy these goods and services.

Third, service quality has a direct and significant positive impact on purchasing decisions. This means the better the great service a business enterprise affords to its customers, the more purchasing decision it will make. Previous research findings support this statement by Kusuma & Hermawan (2020) and Suryawardana & Yani (2017) found that service quality has a positive and significant impact on purchasing decisions. Service quality is one of the important factors in running a business to show business. Service quality is a company's focus that must be instilled in employees to make customers satisfied (Blut, 2016) The higher the quality of service, the easier it will be for consumers to decide on a purchase. The quality of service is instilled in restaurant operations to make customers feel worthy of having decided the purchase these goods and services, thus benefiting the company in increasing sales. This shows that the Bakso Rusuk Joss restaurant has a good quality of service where employees attach importance to service in helping consumers and handling if there are complaints and making consumers not hesitate to make purchases.

Fourth, purchasing decisions are positively and significantly influenced by PWOM. This means that the better PWOM spread by customers will improve the purchasing decisions of other consumers. The results of previous studies support this by Rumondor et. al., (2017) show that PWOM has a positive and significant influence on purchasing decisions. Anwar & Gulzar (2011) argues that PWOM will encourage customers to take a purchase decision. The better WOM is made, the more it will increase customers in making purchase decisions. WOM is a message made to introduce a good or service to consumers, so a company needs to make a good WOM strategy to attract consumers to buy goods or services sold. If the consumer buys on the recommendation of either a friend or relative, it will increase the purchase decision. In this case, the PWOM that must be done by the Bakso Rusuk Joss restaurant is to expand the positive promotion so that consumers will get recommendations about the products sold so that it will help increase purchases. The promotion was in the form of brochure tools, however based totally on the effect of the look at said that respondents got direct records without explanatory equipment, they obtained information based on the experience of consumers who had bought Bakso Rusk Joss.

Fifth, purchasing decisions have a direct and significant impact on customer satisfaction. Previous research results show that purchasing decisions have a positive impact and significant on

customer satisfaction (Dewi et al., 2016; Tirtayasa et al., 2021). Purchasing decisions are things that are considered by consumers, previously consumers will look for information about a brand or evaluate the benefits of choosing goods and services purchased by other consumers (Sharma et al., 2021) Customer satisfaction until now is a big goal of a company, not only to make a profit but also for business actors or companies trying to face increasingly fierce competition to maintain the survival of the company. Customer satisfaction is decided by the dimensions of the space among consumer expectancies and the fact received from customers. The extra the gap between expectations and the reality that customers acquire, the extra their dissatisfaction with carrier products or services. If consumers have decided to buy, companies need to make consumers feel satisfied with the goods and services purchased, so that it will lead to an increase in purchases.

Sixth, Service quality significantly indirectly affects customer satisfaction through purchase decisions. This means that superior service quality also increases customer satisfaction. This is supported by preceding studies by way of Hasanuddin (2016) and Manggala et al., (2022) which show that the quality of service does not immediately affect customer satisfaction via purchasing decisions. Service quality is an important element for a company that is so well designed to influence competitive advantage (Hu et al., 2009) When consumers decide to buy, a company needs to implement a good service quality strategy that will make consumers feel satisfied with the goods and services purchased. Regarding the quality of service at the Bakso Rusuk Joss restaurant according to respondents, the majority gave a good rating. They agree with the indicators of service quality, namely the service provided is good and consistent, swift in handling customer complaints, and a fast and responsive response so that consumers do not hesitate in making purchases and feel satisfied with what consumers get when buying the product.

Seventh, through purchasing decisions, PWOM indirectly and significantly affects customer satisfaction. This means that the more positive WOM carried out by customers will increase purchasing decisions, by making these purchases will encourage increased customer satisfaction. This is supported by statements made by Aldiana et. al., (2020) and Maghfiroh (2019) shows that there is a positive influence of shows that there is a positive influence of WOM on customer satisfaction. In this study, the indirect role of purchasing decisions is critical, as it bridges the indirect relationship between PWOM and customer dilution. The model in this study shows that building customer satisfaction first will create PWOM and purchasing decisions. Increased customer satisfaction will result in nice word of mouth and purchase decisions. Where when customer satisfaction is felt by customers, then these customers will spread PWOM to other consumers and create increased purchasing decisions. In this case, factors from WOM such as product recommendations to friends, family or relatives, and encouragement of friends to make transactions on the product, as well as looking for reliable information and talking about it directly will give high satisfaction.

Conclusion And Recommendation

Conclusion

This research shows that the factors that affect customer satisfaction are the quality of service, PWOM, and purchasing decisions. Service quality and PWOM have a significant influence on

purchasing decisions. PWOM is one of the factors that facilitate customers and encourage customers to make purchasing decisions (Anwar & Gulzar, 2011). Although purchasing decisions address PWOM and Customer Satisfaction, purchasing decisions play a more important role in establishing the relationship between quality of service and customer satisfaction. So the conclusion of the research conducted at Bakso Rusuk Joss gives the results that service quality has a positive impact and is significant on customer satisfaction, service quality has a direct and significant positive impact on purchasing decisions, purchasing decisions are positively and significantly influenced by PWOM, purchasing decisions have a direct and significant impact on customer satisfaction, service quality significantly indirectly affects customer satisfaction through purchase decisions, and through purchasing decisions, PWOM has a direct positive but insignificant affects customer satisfaction.

Recommendation

Based on these conclusions, and the suggestions from this discussion the author can then discuss several other variables and indicators to be able to increase customer satisfaction because this study can be reviewed further with other variables as a medium to increase customer satisfaction. Meanwhile, restaurant management needs to improve factors that support customer satisfaction, so that restaurants can compete in this very tight industry and can increase purchases and provide the best effectiveness and efficiency for their consumers.

References

- Aditia, A., Komara, A. T., Roslina, N. Y., & Jatmika, L. (2021). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen. *Acman: Accounting and Management Journal*, 1(2), 104–114. <https://doi.org/10.55208/aj.v1i2.25>
- Aldiana, U., Adji, S., & Santoso, E. (2020). Pengaruh Harga, Kualitas Produk Dan Wom (Word of Mouth) Terhadap Kepuasan Konsumen. *ASSET: Jurnal Manajemen Dan Bisnis*, 2(2), 71–83. <https://doi.org/10.24269/asset.v2i2.2390>
- Anwar, S., & Gulzar, A. (2011). Impact of Perceived Value on Word of Mouth Endorsement and Customer Satisfaction: Mediating Role of Repurchase Intentions. *International Journal of Economics and Management Sciences*, 1(5), 9.
- Bakti, I. G. M. yuda, Rakhmawati, T., Sumaedi, S., Widiанти, T., Yarmen, M., & Astrini, N. J. (2020). Public transport users' WOM: An integration model of the theory of planned behavior, customer satisfaction theory, and personal norm theory. *Transportation Research Procedia*, 48(2018), 3365–3379. <https://doi.org/10.1016/j.trpro.2020.08.117>
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586–607. <https://doi.org/10.1016/j.jcps.2014.05.002>

- Berger, J., Balter, D., McLaughlin, S., Evarts, B., Bradlow, E., Fader, P., Godes, D., Goldenberg, J., Libai, B., Van den Bulte, C., Ana, M., & Schwartz, Eric M. (2011). and the rest of the BzzAgent team for numerous conversations that greatly enriched the research and Lauren McDevitt for help conducting the lab experiment. *Journal of Marketing Research*, *XLVIII*(October), 869–880.
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. *Journal of Retailing*, *92*(4), 500–517. <https://doi.org/10.1016/j.jretai.2016.09.002>
- Buttle, F. A. (1998). Word of mouth: Understanding and managing referral marketing. *Journal of Strategic Marketing*, *6*(3), 241–254. <https://doi.org/10.1080/096525498346658>
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, *17*(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Chang, C., & Thai, V. V. (2016). Do port security quality and service quality influence customer satisfaction and loyalty? *Maritime Policy and Management*, *43*(6), 720–736. <https://doi.org/10.1080/03088839.2016.1151086>
- Chang, H.-L., & Shih, C.-K. (2012). Using a multidimensional Rasch model approach to measure the police's perceived ability to detect, detain and intercept DWI vehicles when conducting sobriety checkpoints. *Accident Analysis and Prevention*, *48*, 505–517. <https://doi.org/10.1016/j.aap.2012.03.012>
- Chang, H. H., & Chen, S. W. (2009). Consumer perception of interface quality, security, and loyalty in electronic commerce. *Information and Management*, *46*(7), 411–417. <https://doi.org/10.1016/j.im.2009.08.002>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, *54*(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Chow, I. H., Lau, V. P., Lo, T. wing-chun, Sha, Z., & Yun, H. (2007). Service quality in restaurant operations in China: Decision- and experiential-oriented perspectives. *International Journal of Hospitality Management*, *26*(3), 698–710. <https://doi.org/10.1016/j.ijhm.2006.07.001>
- Chuenyindee, T., Ong, A. K. S., Ramos, J. P., Prasetyo, Y. T., Nadlifatin, R., Kurata, Y. B., & Sittiwatethanasiri, T. (2022). Public utility vehicle service quality and customer satisfaction in the Philippines during the COVID-19 pandemic. *Utilities Policy*, *75*(July 2021), 101336. <https://doi.org/10.1016/j.jup.2022.101336>

- Churchill, G. A., & Suprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Uncertain Supply Chain Management*, 4(4), 263–268. <https://doi.org/10.5267/j.uscm.2016.5.002>
- Dahlgaard-park, S. M. (2012). Total Quality Management & Business Excellence Core values – the entrance to human satisfaction and commitment. *Total Quality Management & Business Excellence*, 23(2), 125–140.
- Dewi, W. S., Hasiolan, L. B., & Minarsih, M. M. (2016). Pengaruh Kualitas Produk, Kepercayaan Terhadap Keputusan Pembelian Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Journal of Management*, 2(2).
- East, R., Uncles, M. D., Romaniuk, J., & Lomax, W. (2016). Measuring the impact of positive and negative word of mouth: A reappraisal. *Australasian Marketing Journal*, 24(1), 54–58. <https://doi.org/10.1016/j.ausmj.2015.12.003>
- Faulds, D. J., Mangold, W. G., Raju, P. S., & Valsalan, S. (2018). The mobile shopping revolution: Redefining the consumer decision process. *Business Horizons*, 61(2), 323–338. <https://doi.org/10.1016/j.bushor.2017.11.012>
- Garcia, I. S., Zeelenberg, M., Pieters, R., & Bigne, E. (2012). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>
- Garg, P., Gupta, B., Chauhan, A. K., Sivarajah, U., Gupta, S., & Modgil, S. (2021). Measuring the perceived benefits of implementing blockchain technology in the banking sector. *Technological Forecasting and Social Change*, 163(October), 120407. <https://doi.org/10.1016/j.techfore.2020.120407>
- Gustafsson, A., Johnson, M. D., & Roos, I. (2005). The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention. *Journal of Marketing*, 69(4), 210–218. <https://doi.org/10.1509/jmkg.2005.69.4.210>
- Hair, J. J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). In *International Journal of Research & Method in Education* (Vol. 38, Issue 2). <https://doi.org/10.1080/1743727x.2015.1005806>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjime.2022.100102>

- Hartmann, N., Plouffe, C. R., Kohsuwan, P., & Cote, J. A. (2020). Salesperson influence tactics and the buying agent purchase decision: Mediating role of buying agent trust of the salesperson and moderating role of buying agent regulatory orientation focus. *Industrial Marketing Management*, 87(February), 31–46. <https://doi.org/10.1016/j.indmarman.2020.02.023>
- Hasanuddin, M. (2016). Analisis Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Kepuasan Nasabah Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Penjualan Logam Mulia Emas. *Jurnal Riset Bisnis Dan Manajemen UNSRAT*, 4(1), 49–66. <https://ejournal.unsrat.ac.id/index.php/jrbm/article/view/12351>
- Hu, H. H., Kandampully, J., & Juwaheer, D. D. (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: An empirical study. *Service Industries Journal*, 29(2), 111–125. <https://doi.org/10.1080/02642060802292932>
- Indrasari, M. (2019). Pemasaran dan kepuasan pelanggan. In *Unitomo Press* (p. 61). https://play.google.com/books/reader?id=PYfCDwAAQBAJ&pg=GBS.PA76%0Ahttps://books.google.co.id/books?id=PYfCDwAAQBAJ&printsec=frontcover&dq=kepuasan+pelanggan+adalah&hl=ban&sa=X&redir_esc=y#v=onepage&q=kepuasan+adalah&f=false
- Karimi, S., Holland, C. P., & Papamichail, K. N. (2018). The impact of consumer archetypes on online purchase decision-making processes and outcomes: A behavioural process perspective. *Journal of Business Research*, 91(May), 71–82. <https://doi.org/10.1016/j.jbusres.2018.05.038>
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77, 137–147. <https://doi.org/10.1016/j.dss.2015.06.004>
- Keaveney, S. M. (1995). Customer Switching Behavior in Service Industries: An Exploratory Study. *Journal of Marketing*, 59(2), 71. <https://doi.org/10.2307/1252074>
- Keeling, K. A., McGoldrick, P. J., & Sadhu, H. (2013). Staff Word-of-Mouth (SWOM) and retail employee recruitment. *Journal of Retailing*, 89(1), 88–104. <https://doi.org/10.1016/j.jretai.2012.11.003>
- Kusuma, T. M., & Hermawan, D. (2020). Pengaruh Kualitas Pelayanan dan Social Influence Terhadap Keputusan Pembelian Menggunakan Online Food Delivery Service. *Jurnal Ekonomi & Manajemen Universitas Bina Sarana Informatika*, 18(2), 176–180.

- Lai, I. K. W. (2014). The Roles of Value, Satisfaction, and Commitment in the Effect of Service Quality on Customer Loyalty in Hong Kong–Style Tea Restaurants. *Cornell Hospitality Quarterly*, 56(1), 118–138. <https://doi.org/10.1177/1938965514556149>
- Maghfiroh, K. (2019). Pengaruh Harga, Kualitas Produk Dan Word of Mouth Terhadap Kepuasan Konsumen Serta Implikasinya Pada Keputusan Pembelian Smartphone Xiaomi. *Business Management Analysis Journal (BMAJ)*, 2(2), 34–44. <https://doi.org/10.24176/bmaj.v2i2.4075>
- Mahapatra, S., & Mishra, A. (2017). Acceptance and forwarding of electronic word of mouth. *Marketing Intelligence and Planning*, 35(5), 594–610. <https://doi.org/10.1108/MIP-01-2017-0007>
- Manggala, H., Adirinekso, G. P., & Si, M. (2022). Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Mediasi (Studi Pada Shaburi Kelapa Gading). *Jurnal Manajemen*, 19(1), 39–53.
- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40(October 2015), 261–269. <https://doi.org/10.1016/j.jretconser.2016.10.011>
- Nasution, A. E., & Lesmana, M. T. (2018). Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen (Studi Kasus pada Alfamart di Kota Medan). *Prosiding Seminar Nasional Vokasi Indonesia*, 1(November), 83–88.
- Ostrom, A., & Iacobucci, D. (1995). *Consumer Trade-Offs and the Oliver*.
- Parasuraman, A. ., Ziethaml, & V., & B. L. (1985). SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 62(1), 12–40.
- Prentice, C., & Nguyen, M. (2020). Engaging and retaining customers with AI and employee service. *Journal of Retailing and Consumer Services*, 56(April), 102186. <https://doi.org/10.1016/j.jretconser.2020.102186>
- Rumondor, P. W., Tumbel, A. L., J Ogi, I. W., & Ekonomi Dan Bisnis Jurusan Manajemen, F. (2017). Pengaruh Kualitas Produk, Harga dan Word of Mouth terhadap keputusan pembelian pada rumah kopi dan mie toronata di kawangkoan. *Harga..... 1102 Jurnal EMBA*, 5(2), 1102–1112.
- Sakyi, D. (2020). A comparative analysis of service quality among ECOWAS seaports. *Transportation Research Interdisciplinary Perspectives*, 6, 100152. <https://doi.org/10.1016/j.trip.2020.100152>

- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>
- Saputra, S. T., Kadarisman, H., & Sunarti. (2017). pengaruh kualitas produk terhadap keputusan pembelian dan dampaknya terhadap kepuasan konsumen pengguna Iphone. *Jurnal Administrasi Bisnis*, 50(6), 85–95. <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2084>
- Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 124(January), 106919. <https://doi.org/10.1016/j.chb.2021.106919>
- Shbool, M. A., Al-Bazi, A., & Al-Hadeethi, R. (2022). The effect of customer satisfaction on parcel delivery operations using autonomous vehicles: An agent-based simulation study. *Heliyon*, 8(5), e09409. <https://doi.org/10.1016/j.heliyon.2022.e09409>
- Sugiyono, D. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*.
- Sun, X., Foscht, T., & Eisingerich, A. B. (2021a). Does educating customers create positive word of mouth? *Journal of Retailing and Consumer Services*, 62(April), 102638. <https://doi.org/10.1016/j.jretconser.2021.102638>
- Sun, X., Foscht, T., & Eisingerich, A. B. (2021b). Does educating customers create positive word of mouth? *Journal of Retailing and Consumer Services*, 62(October 2020), 102638. <https://doi.org/10.1016/j.jretconser.2021.102638>
- Suryawardana, E., & Yani, T. E. (2017). Analisis Pengaruh Reputasi, Kualitas Pelayanan Dan Kepercayaan Terhadap Keputusan Pembelian Pada Stasiun Pengisian Bahan Bakar Umum (Spbu) Di Kota Semarang. *Jurnal Dinamika Sosial Budaya*, 17(2), 258. <https://doi.org/10.26623/jdsb.v17i2.490>
- Talwar, M., Talwar, S., Kaur, P., Islam, A. K. M. N., & Dhir, A. (2021). Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory. *Journal of Retailing and Consumer Services*, 63(November), 102396. <https://doi.org/10.1016/j.jretconser.2020.102396>
- Tami, J. L. M. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management*, 20(November 2012), 897–917.

- Ter Mors, E., Weenig, M. W. H., Ellemers, N., & Daamen, D. D. L. (2010). Effective communication about complex environmental issues: Perceived quality of information about carbon dioxide capture and storage (CCS) depends on stakeholder collaboration. *Journal of Environmental Psychology*, 30(4), 347–357. <https://doi.org/10.1016/j.jenvp.2010.06.001>
- Thomas, V. L., Fowler, K., & Saenger, C. (2020). Celebrity influence on word of mouth: the interplay of power states and power expectations. *Marketing Letters*, 31(1), 105–120. <https://doi.org/10.1007/s11002-020-09513-z>
- Țigu, G., Ioana, A., & Țăpescu, M. (2015). The Formation of Human Resources in Mountain Tourism-Condition of Service Quality Assurance. *Knowledge Horizons - Economics Vol*, 7(3), 90–93. www.orizonturi.ucdc.ro
- Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan Pembelian: Sebagai Variabel Mediasi Hubungan Kualitas Produk dan Kepercayaan terhadap Kepuasan Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, 5(1), 67. <https://doi.org/10.33603/jibm.v5i1.4929>
- Westbrook, R. A. (1987). Marketing management: analysis, planning, implementation and control. *Journal of Marketing Management (Vol. 7)*. *Journal of Marketing Research*, XXIV(August), 258–270.
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing*, 21(10), 799–822. <https://doi.org/10.1002/mar.20030>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>