
Mediated By WoM: Service Quality, Price, And Customer Satisfaction

Dewa Ayu Inmas Regina¹, I Gede Sanica²

Abstract:

This study aims to determine the effect of service quality and price on customer satisfaction mediated by Word of Mouth. The sample in this study amounted to 105 respondents of Dewa Putu Toris Studio of Artist Painting Gianyar customers. Data were analyzed using the Partial Least Squares (PLS) methodology. Based on the results of this study, it shows that service quality has a significant positive effect on word-of-mouth, price has a significant positive effect on word-of-mouth, service quality has a significant positive effect on customer satisfaction. Price has a significant positive effect on customer satisfaction, word of mouth has a positive and significant effect on customer satisfaction, word of mouth mediates the significant positive effect of service quality on customer satisfaction and word of mouth mediates the significant positive effect of price on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar. These implications suggest that Dewa Putu Toris Studio should adopt an integrated approach to managing service quality, pricing, and word-of-mouth to maximize customer satisfaction and potentially drive business growth.

Keywords: *Service Quality, Price, Customer Satisfaction and Word of Mouth.*

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1. Introduction

Customer satisfaction is the assessment made by customers after purchasing a product or service, based on their impressions of how well the chosen option performed and whether it met or exceeded their expectations (Anggraini & Budiarti, 2020). In addition, customer satisfaction can be described as the level of satisfaction with a product, service or experience that customer receive from a company. Meeting or exceeding consumer expectations gives a company a competitive advantage.

In the business world, especially Balinese painting galleries, competition is very tight. This is due to the expectation that more such businesses will emerge in the future. Therefore, it can be concluded that increasingly tight competition requires business entities, both individuals, groups, and companies, to have their own advantages that can be a powerful tool to achieve victory over their competitors in the industry. By placing a strong emphasis on achieving high levels of customer satisfaction, service providers can effectively demonstrate their effectiveness in providing services to clients. In addition, this approach has the potential to attract the interest of other

¹ Universitas Pendidikan Nasional, Bali, Indonesia, inmasreginaa@gmail.com

² Universitas Pendidikan Nasional, Bali, Indonesia,

tourists. consumers who are satisfied with their experiences are more likely to show loyalty to the company and can also help attract new consumers (Usvela et al., 2019). In addition, increasing customer satisfaction will increase the company's competitive advantage by reducing customer turnover and preventing them from switching to competitors' offerings (T. J. K. Wibowo & Khuzaini., 2020). Likewise, tourists who visit Bali are satisfied with the natural beauty, customs and art they get on the island of Bali. It is not surprising that this beautiful island is able to attract millions of people, both international and local, every year. These obstacles ultimately force business actors to be more intensive in finding answers and implementing business programs that increase the company's competitiveness. In Batuan Sukawati Gianyar Village, Dewa Putu Toris, there is a Studio of Artist Painting Gianyar selling various models and patterns of paintings. To be able to compete with competitors in selling their products to consumers, they always prioritize customer satisfaction by providing the best quality of service and negotiating prices which have become commonplace in the world of painting sales services. In marketing products, management collaborates with tour guides or even with several travel agents.

The main obstacle for organizations today is the task of building and maintaining a strong company in a rapidly growing market and business environment. Today, many companies have chosen to adopt a customer-centric approach in all their operations and consistently prioritize client satisfaction. One method they achieve this is by providing high-quality service to their customers. (Parasuraman.A. et al., 1988) defines service quality as an idea that effectively captures the fundamental aspects of a company's performance, especially the evaluation of reliability by consumers or customers. Service quality refers to the evaluation made by consumers of the level of service they receive and the level of service they anticipate (Radiosunu., 2001). Organizations strive to meet consumer demand by optimizing their actions to provide the best quality service. Currently, there are still many Indonesians who do not understand or master English, which is a global language. Without international language skills, it will be very difficult for companies to continue to grow, especially if the target of the company is foreign tourists. By fully mastering an international language, business actors can communicate more effectively with tourists, provide better customer service, and promote the products they offer more effectively.

Price affects customer satisfaction in corporate competition. Consumers can buy or use a product based on its price. Companies must build a positive image of their products and services (Juniantara & Sukawati, 2018). Price is the amount paid by customers for a product or service. Kotler & Armstrong (2016) define price as the monetary value of a good or service, or the value paid by consumers for the superiority of the product. Price does not only include the direct selling price of the product or service itself, but can also include discounts, promotions, additional fees, and payment terms. The price of a product or service can be considered in relation to the value it offers. Customers assess whether the price charged is commensurate with the benefits or value received.

Currently, price competition is getting tighter, especially between companies engaged in galleries and museums. Company owners often experience problems, especially in

the aspect of determining the selling price, considering that the selling price that has been set and offered to consumers or buyers of products varies depending on the type of goods. What often happens during a buying and selling transaction is that buyers always make a price offer that has been set by the gallery or museum management, so that a price bargaining process occurs between marketers and buyers. Things to think about for gallery owners or marketers why this can happen considering that galleries or museums are not part of the traditional market, coupled with the current era of globalization where price has become the main key in a business. If the company's selling price is too expensive and the product quality is lacking, it is likely that buyers will be dissatisfied with the company. When aiming to increase customer satisfaction in an organization, it is important to consider the variables of service quality and price perception. Satisfied clients can develop positive opinions about the company and their satisfaction can result in recommendations from Word-of-mouth to others. Kotler & Keller (2016) define Word-of-mouth as a marketing strategy that involves individuals communicating their experiences of obtaining services or using products or services using person-to-person media, such as verbal communication, written communication, or computer communication tools. According to Joesyiana (2018), actions related to Word-of-mouth promotion have a subliminal effect on consumers, making them want the product or service being discussed and motivating them to try it. Word-of-mouth (WOM) information can be transmitted through direct channels, such as face-to-face or telephone conversations, or indirect channels, such as social media, online reviews, or online community platforms. In the digital era, word-of-mouth can also spread quickly through various online platforms, allowing information or reviews to reach a wider audience in a short time. When customers share their positive ideas about a product, it is called positive news from WOM. Conversely, when customers convey their negative opinions about a product, it is called negative word-of-mouth (WOM). As a marketing strategy, companies can plan to effect word-of-mouth (WOM) by creating positive customer experiences, providing superior customer service, soliciting reviews or testimonials from satisfied customers, and interacting with relevant online communities. By planning and managing WOM wisely, companies can harness the power of social effect to increase customer loyalty. This study specifically examines the art studio sector, focusing on Dewa Putu Toris Studio of Artist Painting Gianyar. Research in this niche market is relatively scarce, making this study a valuable contribution to understanding customer behavior in the art and cultural tourism industry while these variables have been studied separately, their integration in this specific context provides a more comprehensive understanding of their interrelationships.

2. Theoretical Background

Service quality is the level of expected excellence and control over excellence to meet customer desires. Comparing consumer perceptions of service with actual service can determine service quality. The satisfaction obtained will result in word-of-mouth, which may often arise unintentionally, but can actually be planned with the right strategy, with the company's desired goals. Research conducted by Valentama et al. (2022) on service quality on word-of-mouth shows that service quality has a direct

and positive effect on word-of-mouth. In line with research conducted by Aini et al. (2020) stated the results of his research that service quality has a positive effect on word-of-mouth. According to Mahardika (2020) conducting the same research showed that service quality has a positive but not significant effect on word-of-mouth in students. However, different research results were obtained by Prabowo (2023) that service quality does not affect word-of-mouth. Based on the relationship between variables and the results of previous studies, the hypothesis in this study can be formulated as follows:

H1: Service quality has a positive effect on word-of-mouth at Dewa Putu Toris Studio of Artist Painting Gianyar.

The price level given by the company according to the experience offered is one of the determining factors for customers to do word-of-mouth. Research conducted by Rambe et al. (2017) showed the results of the study that Price has a significant positive effect on word-of-mouth. This indicates that the better the price, the higher the word-of-mouth that occurs. In line with research conducted by Wibowo, et al. (2024) showed that price has a significant effect on word-of-mouth. According to Maknun & Mahendri (2024) through their research concluded that price perception has a positive but not significant effect on word-of-mouth. Based on the relationship between variables and the results of previous studies, the hypothesis in this study can be formulated as follows:

H2: Price has a positive effect on word-of-mouth at Dewa Putu Toris Studio of Artist Painting Gianyar.

High service quality has the potential to increase customer satisfaction, foster loyalty, and improve a business's reputation. Conversely, inadequate service quality can result in customer dissatisfaction, reduced trust, and even potentially lower sales. To compete, service providers must continue to improve and assess their quality. Budiarno. et al., (2022) found no correlation between service quality and customer satisfaction. Researchers propose that when the service provided to clients meets or exceeds their expectations, it is considered satisfactory. This assertion can be proven by conducting tests using the SEM PLS program. Research conducted by Pradopo & Adhiansyah (2019) found that service quality increases customer satisfaction. Higher service quality will increase individual assessments, which will indirectly affect the perspectives of others. Agustin et al., (2021) found that service quality has a direct, positive, and significant effect on customer satisfaction. Itasari et al., (2020) found that service quality has the most effect on customer satisfaction. In addition, service quality and customer satisfaction are closely related. Meanwhile, Prabowo's (2023) research showed different results that service quality did not affect customer satisfaction. In this case, the good service quality owned by the Dewa Putu Toris Studio of Artist Painting Gianyar company will have an impact on customer satisfaction.

H3: Service quality has a positive effect on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar

Price is a measurable value that can be compared with currency or commodities. Furthermore, pricing can be described as a mutually agreed value at which a

commodity or service is bought or sold, with the aim of achieving a desired profit at a certain amount. Price allows consumers to make objective evaluations when choosing a product. The price of a product or service plays an important role in purchasing decisions because it can affect the perceived value of the offering, effect client demand, and ultimately effect the decision to make a purchase. When individuals consider something to be highly acceptable, they are more likely to pay a premium price for it. Conversely, if customers consider a product to be unsatisfactory, they will not pay or buy the product at a higher price.

In Wijaya & Sujana (2019), price perception does not have a positive and statistically significant effect on customer satisfaction. Sinollah. et al., (2022) found that pricing has no effect on consumer satisfaction. Comparative research conducted by Hadyarti & Kurniawan, (2022) found that price has no effect on consumer satisfaction. However, cost is an important factor that individuals consider when making purchasing decisions. Chong et al., (2023) found that price perception increases consumer satisfaction. Maramis et al., (2018) found that price affects consumer satisfaction both simultaneously and partially. The pricing is in line with the advantages offered to ensure consumer happiness. If the price exceeds the benefits felt, it can foster client loyalty. Based on previous studies that have similarities, the following hypotheses can be concluded:

H4: Price has a positive effect on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar.

Word-of-mouth can be said to be a marketing activity that triggers customers to talk about, promote, recommend and even sell a product brand to other potential customers. The creation of word-of-mouth is due to customer satisfaction obtained from the services provided by the company. According to research conducted by Wijaya & Sujana (2019) which examined customer satisfaction with word-of-mouth, the results showed that customer satisfaction had a significant effect on word-of-mouth. In a study conducted by Prabowo (2023) the results of his research showed that customer satisfaction has an effect on word-of-mouth. Supported by research conducted by Utomo et al. (2024) that word-of-mouth has a positive and significant effect on customer satisfaction. In line with research conducted by Maghfiroh (2019) that the word-of-mouth variable has a positive and significant effect on customer satisfaction, this can mean that word-of-mouth communication can significantly increase customer satisfaction. Based on previous studies that have similarities, the following hypothesis can be concluded:

H5: Word-of-mouth has a positive effect on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar.

Service is an added value provided by a company when it wants to sell its products to consumers. When a company provides a service, the quality of the service is the most important selling point, because it affects customer happiness. However, if two companies in the same industry offer comparable services, there is no difference between the two. A survey conducted on several companies, Dewa Putu Toris Studio of Artist Painting Gianyar that lack of trust in salespeople who serve consumers. The stigma in society generally assesses that seeing the quality of the products offered is

very good, but the quality of service given is less than satisfactory to customers because there are salespeople who do not master the language in explaining the products offered. Although the products currently sold are felt to be optimal if the public does not trust, customer satisfaction certainly cannot be felt optimally. From customer satisfaction obtained by customers, Word-of-mouth is accidentally created by customers. Where this word-of-mouth is the customer's response to what they get at the Dewa Putu Toris Studio of Artist Painting Gianyar company. Word-of-mouth (WOM) can be a very influential marketing tactic in the marketing field. When someone receives good support regarding a product or service from a trusted source, their tendency to purchase the item increases.

Agustin et al., (2021) found that service quality has a direct, positive, and significant effect on customer satisfaction. Service quality has a positive and significant effect on the delivery of information from word-of-mouth. Customer satisfaction greatly influences word-of-mouth promotion. As a result, organizations that offer superior and best services will immediately feel the benefits in terms of customer satisfaction. This will lead to positive word-of-mouth communication among customers. Supported by research conducted by Wibowo., et al. (2024) that service quality has a significant direct and indirect effect on word-of-mouth through customer satisfaction. Thus, this theory and similar findings in previous studies obtained the hypothesis:

H6: Service quality has a positive effect on customer satisfaction through word-of-mouth as a mediating variable at Dewa Putu Toris Studio of Artist Painting Gianyar.

Price is one of the important considerations before deciding to make a transaction besides the product offered. Someone will agree to make a purchase if the comparison of price and benefits obtained is felt to be equivalent. In a competitive business environment, proper pricing is key to achieving business goals such as profitability, market share, and growth. An effective pricing strategy takes into account a variety of elements, including production costs, market demand, competitor strategies, and brand positioning. Price is an important factor for clients, especially for organizations in the service industry. When a company's image is bad, the price given for the service offering becomes irrational, even if it is priced below average. In addition, if the price charged at the Dewa Putu Toris Studio of Artist Painting Gianyar gallery will affect customer perceptions of the value of the product or service received. Setting a higher price can increase client expectations about the quality of a product or service, while setting a lower price can increase perceived value. Word-of-mouth (WOM) refers to recommendations made by satisfied or dissatisfied consumers, which can impact how other customers perceive the quality of the goods or services offered at the Dewa Putu Toris Studio of Artist Painting Gianyar gallery. Word-of-mouth (WOM) can be a very powerful marketing tactic in the marketing field. The effect on customer purchasing decisions can be significantly influenced by recommendations or reviews from friends, family, or colleagues.

A study conducted by Wahyudi & Nora (2017) found that pricing has a major impact on word-of-mouth (WOM) communication mediated by consumer satisfaction. Consumer satisfaction is strongly correlated with word-of-mouth (WOM) promotion,

indicating that higher consumer satisfaction is likely to result in more successful WOM.

H7: Price has a positive effect on customer satisfaction through word-of-mouth as a mediating variable at Dewa Putu Toris Studio of Artist Painting Gianyar.

3. Methodology

The population of this study were customers of the Dewa Putu Toris Studio of Artist Painting Gianyar company. The sample was taken from the population based on its criteria and attributes (Sugiyono., 2019). Purposive sampling was used in this approach. The sample population of this study were customers of Dewa Putu Toris Studio of Artist Painting Gianyar with the following criteria:

- a. At least have completed education at the High School (SMA) level where this level of education already has more experience
- b. Have extensive experience and understand about art, especially painting.
- c. Have visited Dewa Putu Toris Studio of Artist Painting Gianyar at least once

In this study, the questionnaire filling process involved sending a Google Form link via email to participants. The link contained a series of questionnaire questions that could be easily filled out online. The questionnaire was distributed randomly to 105 customers of Dewa Putu Toris Studio of Artist Painting Gianyar. Data processing used the Structural Equation Modeling (SEM) technique according to the SEM rule of thumb. According to J. F. J. Hair et al., (2017), five to ten times the manifest variable (indicator) should be an unknown sample. In this scenario, 7 x 15 samples produced 105 respondents.

4. Empirical Findings/Result and Discussion

Structural Model Evaluation (Inner Model)

In the measurement of the inner model, it can be run with direct effect and indirect effect testing, as well as the R-Square determination value, conducting Q-Square analysis. The inner model and structural model are evaluated by showing the percentage of R², for the dependent latent construct, paying attention to the Q-square value and the high coefficient of the structural path. Through the bootstrap method, it is able to show the confirmation of the potential mediation of the variables used in the study. The following is a picture of the inner model measurement.

R-Square

The R-square value through the endogenous variable construct can be called a basic criterion in showing the quality of a structural model. However, because there is no R-square value capability that is determined together, Cohen is used. The value of R-square can be symbolized from Goodness of Fit in the range of 0.10 (small), 0.25 (medium), and 0.36 (large). The model of the effect of service quality, price and word-of-mouth on customer satisfaction provides an R-square value as listed in table 1.

Table 1. R-square

Variable	R Square
Word-of-mouth	0.629
Customer Satisfaction	0.816

Primary Data, 2024

Based on Table 1, the R-square value of the word-of-mouth variable is 0.629. This means that 62.9 percent of the variability of the word-of-mouth construct can be explained by the service quality and price variables, while the remaining 37.1 percent of the word-of-mouth variable is explained by other variables outside the model. Likewise, the customer satisfaction variable has an R-square value of 0.816. This means that 81.6 percent of the variability of the customer satisfaction construct can be explained by the service quality, price and word-of-mouth variables, while the remaining 18.4 percent of the customer satisfaction variable is explained by other variables outside the model.

Q-Square

The predictive relevance of Q-Square for structural models measures how well the model predicts the observed values and parameter estimates. The predictive relevance of the model is indicated by a Q2 value above 0. The magnitude of Q2 has a value that is in the interval $0 < Q2 < 1$. When Q2 approaches a value of 1, this indicates that the model has improved (J. F. Hair et al., 2014), (Ferdinand, 2014), (Sugiyono., 2019). The results of the Q-Square calculation can be seen as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1)(1 - R^2_2) \\
 &= 1 - (1-0,371)(1-0,184) \\
 &= 1 - 0,068 = 0,932
 \end{aligned}$$

The result of Q^2 calculation is 0.932, so the conclusion is that the variables of service quality, price and word-of-mouth have a very strong predictive relevance to customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar. 1) Hypothesis Testing The t-test is used to conduct hypothesis testing. This test is statistically significant if the p-value is less than 0.05 (with a significance level of 5%). The results are not statistically significant if the p-value is greater than 0.05 (with an alpha level of 5%). The findings of the significant hypothesis test of the outer model indicate that this indicator can measure latent variables. If the results of the inner model test are significant, then one latent variable has a strong effect on other latent variables (J. F. Hair et al., 2016) (Ghozali, 2015) (Haryono, 2017). The results are described as follows:

Table 2. Hypothesis Test

Hypothesis	Corelation Coefficient	p values	Result
Service quality -> Word-of-mouth	0,357	0,002	Accepted
Price -> Word-of-mouth	0,511	0,000	Accepted
Service quality -> Customer satisfaction	0,440	0,000	Accepted
Price -> Customer satisfaction	0,181	0,026	Accepted
Word-of-mouth -> Customer satisfaction	0,383	0,000	Accepted

Service quality -> Word-of-mouth -> Customer satisfaction	0,137	0,010	Accepted
Price -> Word-of-mouth -> Customer satisfaction	0,196	0,001	Accepted

Primary Data, 2024

Service quality on word-of-mouth

Based on Table 2, the results of the effect of service quality on word-of-mouth are 0.357, with P values of $0.002 < 0.05$ indicating that H_0 is rejected and H_a is accepted, namely that service quality has a significant positive effect on word-of-mouth at Dewa Putu Toris Studio of Artist Painting Gianyar.

Service is an added value provided by a company when it wants to sell its products to consumers. When a company provides a service, the quality of the service is the most important selling point, because it affects customer happiness. However, if two companies in the same industry offer comparable services, there is no difference between the two. Service quality is the level of expected excellence and control over excellence to meet customer desires. Comparing consumer perceptions of service with actual service can determine service quality. The satisfaction obtained will produce word of mouth, which may often appear unintentionally, but can actually be planned with the right strategy, with the goals desired by the company.

The results of this study are in line with research conducted by Valentama et al. (2022) on service quality on word of mouth shows that service quality has a direct and positive effect on word of mouth. In line with research conducted by Aini et al. (2020) stated the results of his research that service quality has a positive effect on word of mouth.

Price on word-of-mouth

Based on Table 2, the results of the effect of price on word-of-mouth are 0.511, with P values of $0.000 < 0.05$ indicating that H_0 is rejected and H_a is accepted, namely that price has a significant positive effect on word-of-mouth at Dewa Putu Toris Studio of Artist Painting Gianyar.

Price is one of the important considerations before deciding to make a transaction other than the product offered. Someone will agree to make a purchase if the comparison of price and benefits obtained is felt to be equal. In a competitive business environment, proper pricing is key to achieving business goals such as profitability, market share, and growth. An effective pricing strategy considers various elements, including production costs, market demand, competitor strategies, and brand positioning. Price is an important factor for clients, especially for organizations in the service industry. The price level given by the company according to the experience offered is one of the determining factors for customers to do word of mouth.

The results of this study are in line with research conducted by Rambe et al. (2017) showed that Price has a significant positive effect on word of mouth. This indicates that the better the price, the higher the word of mouth that occurs. In line with research conducted by Wibowo, et al. (2024) showed that price has a significant effect on word of mouth.

Service quality on customer satisfaction

Based on Table 2, the results of the effect of service quality on customer satisfaction are 0.440, with pvalues of $0.000 < 0.05$ indicating that H_0 is rejected and H_a is accepted, namely service quality has a significant positive effect on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar.

Service is an added value provided by a company when it wants to sell its products to consumers. When a company provides services, the quality of those services is the most important selling point, as it affects customer happiness. However, if two companies in the same industry offer comparable services, there is no difference between them. In this case, the good service quality of the Dewa Putu Toris Studio of Artist Painting Gianyar company will have an impact on the satisfaction of its customers. High service quality has the potential to increase customer satisfaction, foster loyalty, and improve the reputation of a business. Conversely, inadequate service quality can result in customer dissatisfaction, reduced trust, and potentially even lower sales. In order to compete, service providers must continuously improve and assess their quality.

The results of this study are in line with research conducted by Pradopo & Adhiansyah (2019) which found that service quality increases customer satisfaction. Higher service quality will increase individual judgment, which will indirectly affect the perspectives of others. Agustin et al., (2021) found that service quality has a direct, positive, and significant effect on customer satisfaction. Itasari et al., (2020) found that service quality most influences customer satisfaction.

Price on customer satisfaction

Based on Table 2, the results of the effect of price on customer satisfaction are 0.181, with pvalues of $0.026 < 0.05$ indicating that H_0 is rejected and H_a is accepted, namely price has a significant positive effect on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar.

Price is one of the important considerations before deciding to transact in addition to the product offered. Someone will agree to make a purchase if the price comparison and the benefits obtained are felt to be equivalent. In a competitive business environment, proper pricing is key to achieving business objectives such as profitability, market share and growth. An effective pricing strategy considers various elements, including production costs, market demand, rival strategies, and brand positioning. Price is an important factor for clients, especially for organizations in the service industry. Furthermore, pricing can be described as the mutually agreed value at which a commodity or service is bought or sold, with the aim of achieving a desired profit on a given amount. Price allows consumers to

evaluate objectively when choosing a product. The price of a product or service plays an important role in purchasing decisions as it can affect the perceived value of the offering, influence client demand, and ultimately influence the decision to make a purchase. When individuals find something highly acceptable, they are more likely to pay a premium price for it. And vice versa, if customers rate a product as unsatisfactory, they will not pay or buy the product at a higher price.

The results of this study are in line with research conducted by Chong et al., (2023) found that price perception increases customer satisfaction. Maramis et al., (2018) found that price affects customer satisfaction both simultaneously and partially. The pricing is in line with the advantages offered to ensure consumer happiness.

Word-of-mouth on customer satisfaction

Based on Table 2, the results of the effect of word-of-mouth on customer satisfaction can be seen as 0.383, with p-values of $0.000 < 0.05$ indicating that H_0 is rejected and H_a is accepted, namely word-of-mouth has a significant positive effect on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar.

Word of Mouth promotion is when independent people discuss a product. A phone call or in-person meeting is a form of direct communication. Word of Mouth (WOM) outperforms advertising and other promotions. The influence on customer purchasing decisions can be significantly influenced by recommendations or reviews from friends, family, or coworkers. People are more likely to buy a product or service after hearing positive reviews from trusted sources. Word of mouth can be said to be a marketing activity that triggers customers to talk about, promote, recommend and sell a product brand to other potential customers. The creation of word of mouth is caused by the customer satisfaction that the company gets from the service.

The results of this study are in line with research conducted by Wijaya & Sujana (2019) which examines customer satisfaction on word of mouth, showing the results that customer satisfaction has a significant effect on word of mouth. In the research conducted by Prabowo (2023) shows the results of his research, namely customer satisfaction has an effect on word of mouth. Supported by research conducted by Utomo et al. (2024) that word of mouth has a positive and significant effect on customer satisfaction. In line with research conducted by Maghfiroh (2019) that the word of mouth variable has a positive and significant effect on customer satisfaction.

Word-of-mouth mediate service quality on customer satisfaction

Based on Table 2, the results of the effect of service quality on customer satisfaction with word-of-mouth mediation can be seen as 0.137, with p-values of $0.010 < 0.05$ indicating that H_0 is rejected, and H_a is accepted, namely word-of-mouth can mediate the effect of service quality on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar.

Service is an added value provided by a company when it wants to sell its products to consumers. When a company provides services, the quality of those services is

the most important selling point, as it affects customer happiness. However, if two companies in the same industry offer comparable services, there is no difference between them. The results of the research at Dewa Putu Toris Studio of Artist Painting Gianyar show that there is a lack of trust in salespeople who serve consumers. The stigma in the community generally considers that seeing the quality of the products offered is very good, but the quality of service provided is less satisfying to customers because there are salespeople who lack language skills in explaining the products offered. Even though the products sold today are maximally perceived if the community lacks trust, customer satisfaction certainly cannot be felt maximally. From the customer satisfaction obtained by the customer, the customer accidentally creates Word of Mouth by the customer, where this word of mouth is the customer's response to what they get at the Dewa Putu Toris Studio of Artist Painting Gianyar company. Word of Mouth (WOM) can be a very influential marketing tactic in the marketing field. When someone receives good support regarding a product or service from a trusted source, their tendency to acquire the item increases.

The results of this study are in line with research conducted by Agustin et al., (2021) found that service quality has a direct, positive, and significant effect on customer satisfaction. Service quality has a positive and significant effect on the delivery of information from word of mouth. Customer satisfaction greatly influences the promotion of word of mouth. As a result, organizations that offer superior and excellent services will immediately feel the benefits in terms of customer satisfaction. This will lead to positive word of mouth communication among customers. Supported by research conducted by Wibowo, et al. (2024) that service quality has a significant effect directly and indirectly on word of mouth through customer satisfaction.

Word-of-mouth mediate price on customer satisfaction

Based on Table 2, the results of the effect of price on customer satisfaction with word-of-mouth mediation are 0.196, with p-values of $0.001 < 0.05$ indicating that H_0 is rejected, and H_a is accepted, namely word-of-mouth can mediate the effect of service quality on customer satisfaction at Dewa Putu Toris Studio of Artist Painting Gianyar.

Price is one of the important considerations before deciding to make a transaction besides the product offered. Someone will agree to make a purchase if the comparison of price and benefits obtained is felt to be equal. In a competitive business environment, proper pricing is key to achieving business goals such as profitability, market share, and growth. An effective pricing strategy considers various elements, including production costs, market demand, competitor strategies, and brand positioning. Price is an important factor for clients, especially for organizations in the service industry. When a company's image is bad, the price given for the service offering becomes irrational, even if it has been priced below average. In addition, if the price charged at the Dewa Putu Toris Studio of Artist Painting Gianyar gallery will affect customer perceptions of the value of the product or service received. Setting a higher price can increase client expectations regarding

the quality of a product or service, while setting a lower price can increase perceived value. Word of Mouth (WOM) refers to recommendations made by satisfied or dissatisfied consumers, which can impact how other customers view the quality of the goods or services offered at the Dewa Putu Toris Studio of Artist Painting Gianyar gallery. Word of Mouth (WOM) can be a very powerful marketing tactic in the marketing field. The influence on customer purchasing decisions can be significantly influenced by recommendations or reviews from friends, family, or colleagues.

The results of this study are in line with research conducted by Wahyudi & Nora (2017) which found that pricing has a major impact on word of mouth (WOM) communication mediated by consumer satisfaction. Consumer satisfaction is strongly correlated with word of mouth (WOM) promotion, indicating that higher consumer satisfaction is likely to result in more WOM success.

Research Limitation

The study on Dewa Putu Toris Studio of Artist Painting Gianyar, while providing valuable insights, has several limitations that should be considered. The relatively small sample size of 105 respondents and the narrow geographic focus on a single art studio in Gianyar may limit the generalizability of the findings to other contexts or industries. The cross-sectional nature of the study doesn't account for changes in customer perceptions over time, and the reliance on quantitative methods using PLS methodology may have missed deeper qualitative insights. Additionally, the research focused on specific variables, potentially overlooking other influential factors, and likely relied on self-reported data, which can be subject to biases. The unique cultural context of Bali might introduce biases that affect the interpretation and application of results in different settings. Furthermore, the absence of longitudinal data and potential omission of external factors such as economic conditions or tourism trends could limit the comprehensive understanding of the relationships studied. These limitations suggest opportunities for future research to expand the scope, incorporate diverse methodologies, and consider a broader range of variables and contexts to enhance the robustness and applicability of the findings.

5. Conclusions

Service quality has a significant positive effect on word of mouth, which means that if the service quality, price has a significant positive effect on word of mouth, service quality has a significant positive effect on customer satisfaction, price has a significant positive effect on customer satisfaction, word of mouth has a positive and significant effect on customer satisfaction, word of mouth mediates the significant positive effect of service quality on customer satisfaction, Word of mouth mediates the significant positive effect of price on customer satisfaction.

For further research, it is expected to be able to add variables that can influence customer satisfaction, be able and capable of expanding the scope of research that is not only limited to customers of Dewa Putu Toris Studio of Artist Painting Gianyar,

or can also change the research location that is not only focused on a research location, so as to provide a broader view and be able to be implemented in general.

Managerial Implication

The results of this study can provide theoretical contributions, especially to marketing management theory. The results of this study discuss customer satisfaction. Of course, a customer's price and service quality factors greatly affect customer satisfaction, so the results of this study contribute theoretically to the theory of consumer behavior which emphasizes the satisfaction felt by a consumer based on the quality of service and price. With the appropriate price and quality of service that consumers get, consumers tend to increase the word of mouth they have for a company or product. The results of this study also prove that customer satisfaction is influenced by various factors, customer satisfaction will have an impact on the company. Therefore, the determining factors of customer satisfaction are very important for the company to know.

The results of this study can contribute to increasing customer satisfaction, where this study emphasizes that customer satisfaction is influenced a lot in this study is the quality of service price and word of mouth. The results of this study also provide practical contributions to the company regarding policies that must be improved and made in order to increase customer satisfaction. The results of this study can be a reference and reference for company management to maximize the search for information about the factors that affect customer satisfaction. In terms of service quality, the Company can improve the quality of its services by paying attention to the empathy of its employees, because employees who are able to communicate well and serve well will be able to create good word of mouth for the Company and will increase customer satisfaction. In terms of price, the Company can review the prices offered to customers, because each customer has different financial strengths, if the Company can offer prices that are affordable for customers, customers will create good word of mouth for the Company and customer satisfaction will be created.

5.4 Guidelines for Future Research

For further research, it is expected to be able to add variables that can affect customer satisfaction, be able and able to expand the scope of research that is not only limited to customers of Dewa Putu Toris Studio of Artist Painting Gianyar, or can also change the location of the study that is not only focused on a research location, so as to provide a more comprehensive view and be able to be implemented in general.

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