

Original Article

# The Role of Customer Satisfaction in Mediating Service Quality and Price Perception Towards Electronic Word of Mouth Beauty Salon in South Badung Regency

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**Abstract:** *Electronic word-of-mouth plays an important role in a company because it is an effective form of marketing that helps companies build stronger relationships with customers, increase brand awareness, and even influence purchasing decisions. This study examines the effect of service quality and price perception on E-WOM, as well as the role of customer satisfaction as a mediator. The method used is SEM-PLS with 550 salon visitors. The results of the study show that service quality and price perception have a positive and significant effect on customer satisfaction, which then increases E-WOM. The mediation test confirmed that customer satisfaction is a partial mediator in the relationship between service quality and E-WOM, as well as price perception and E-WOM. This research model has a Q-Square value of 0.921. These findings provide insight for beauty salon industry players in designing marketing strategies that consider service quality and price perception, which are appropriate to trigger customer satisfaction and ultimately encourage customer recommendations through electronic word of mouth.*

**Keywords:** *Customer Satisfaction, E-WOM, Price Perception, Service Quality.*

## I. INTRODUCTION

Business competition is currently very rapid, including in the field of business. Companies are required to be competent and highly competitive so that businesses continue to grow and develop. The number of brands and products presented on the market is starting to vary in type, making competition between markets increasingly fierce (Putri, 2020). Sharp competition requires business actors to utilise all their abilities and knowledge to remain competitive in the market. Business competition in the current era of globalization is very tight (Shabrina et al., 2023). Every company is required to be able to meet consumer needs and strive to create a product that has advantages and create products that are different from competitors (Dunan et al., 2020).

Business ventures that currently have tight competition are beauty businesses (Nuraisyah et al., 2023). Today's consumer behavior is not only in primary and secondary consumption, but tertiary consumption has now almost shifted primary and secondary consumption. One of the mandatory consumptions for women is beauty care. Beauty treatments, whether in clinics, salons, or with cosmetics, have now become a primary need, especially for women in urban areas. Over time, awareness of the importance of personal appearance has now very high. Appearance for women is an asset that must be maintained and cared for to be confident in socializing in the community.

In line with the development of the economy, technology, and culture in this modern era, beauty care has become a necessity considered important by many, especially women. Various services offered by spas and beauty salons include massage, facials, tanning, waxing, pedicures, manicures, hair colouring and styling, as well as body treatments. Certain beauty salons may provide more specialized and customized beauty services, such as cosmetic application or exfoliation. Beauty salons sometimes focus more on appearance, but spas are known to offer luxury treatments such as massage and spa packages that focus on relaxation. Due to the ease of access to various services and the increasing emphasis on physical appearance, women will spend more money on personal care and grooming services (Exactitude Consultancy, 2024).

Beauty clinics that have emerged today not only offer treatment services that consumers can undergo while they are at the clinic, but also provide products as a continuation of the treatment carried out at the clinic, so that consumers achieve the results they want. The number of beauty businesses in Indonesia has made the competition even higher, and with the many businesses in the beauty sector that have emerged, consumers have many choices to choose a beauty treatment place that provides the best service.

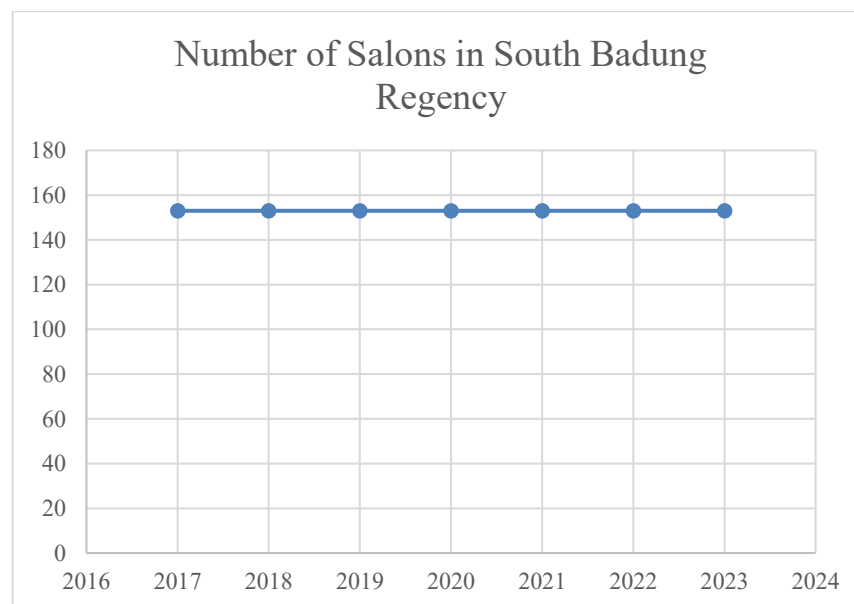


The spa and beauty salon market exhibits a diverse range of service segments, including day spas, club spas, medical spas, and salon services that include hair, skin, nails, and other speciality treatments, reflecting the industry's ability to adapt to varying preferences and demands (Exactitude Consultancy, 2024). The need for self-care is increasingly recognized, contributing to its appeal. A large part of the day spa market's dominance is its ability to provide a variety of treatments to clients in one convenient location. Therefore, day spas are unique in that they are important participants in the ever-growing and changing global beauty and wellness market.

Diverse beauty services add to the industry diversity in the beauty salon market. Club spas are an industry that serves the combination of health activities with social features, as well as sports and recreational services. Medical spas are services provided under the guidance of certified medical specialists. The adaptability of the market to various client tastes and needs, ranging from social relaxation in club spas to specialised medical and aesthetic treatments in medical spas, is highlighted in this segment.

The types of beauty services that many consumers use today are hair care and skin care. Types of hair care in beauty salons are hair keratin, hair smoothing, hair coloring, hair spa, creambath, hair cut, and many more. Many women today visit beauty salons, even just to wash or style their hair. This is because women often feel more confident when their hair has been styled in a salon and believe that the styling is more optimal than when done at home.

Consumers will not easily trust their beauty to a beauty salon that they do not know. Consumers who are satisfied with the service they receive will usually return to the beauty salon and will recommend it to friends or give their best reviews on websites or social media. Badung Regency is one of the areas in Bali Province that is known for its beautiful tourism. Badung Regency, especially South Badung, which consists of North Kuta District, Kuta District and South Kuta District, is the center of tourism in Badung Regency, which is also the gateway to tourism in Bali Province (Badung.go.id, 2024). Every tourist who is going to travel will pay attention to their appearance first, so before travelling, tourists will often undergo beauty treatments at a beauty salon.



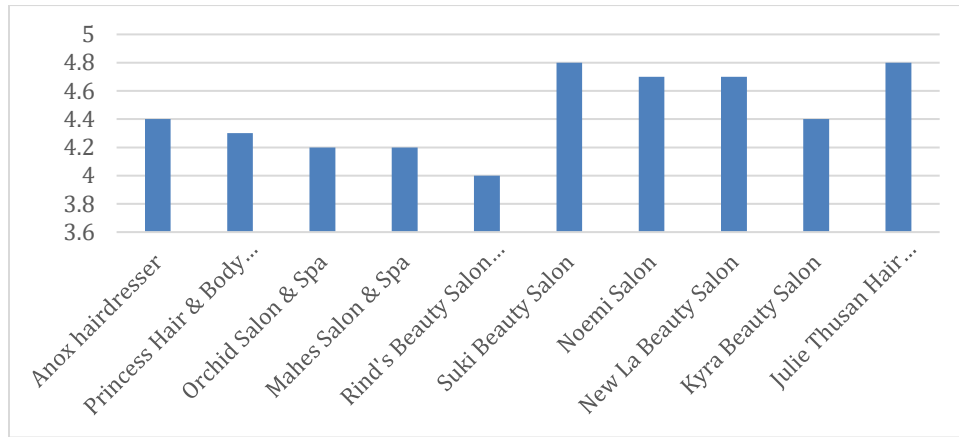
*Source: Kuta in Figures, 2024*

**Fig. 1 Number of Salons in South Badung Regency**

Based on the data in Figure 1, it shows that the number of salons in South Badung Regency has not developed from 2017 to 2023. The number of salons in South Badung Regency remains at 153, which can be caused by salons not registering their businesses with related institutions or the low desire of the community to create a salon business. Beauty salons in South Badung Regency certainly aim to provide services that can attract consumers, so that consumers intend to make purchases through customer satisfaction. Quality service will make consumers loyal to use the services offered and will even provide recommendations to people around them, so that it will benefit the company. Therefore, improving the quality of service is very important for companies to provide value and customer satisfaction through quality service at competitive prices.

Tourists who are looking for a salon to do treatments will definitely pay attention to reviews from previous service users through the salon's website or social media, so it is important for the salon to provide satisfactory service so that customers can

give their best reviews on the salon's website or social media. Ratings are a reflection of how well customers rate the salon's services. A salon that has a rating close to 5 means it has good quality, and the rating will decrease along with bad ratings given by customers. Figure 2 is a salon in South Badung that offers similar treatments and has a rating below 5.0, which means it still has problems with customer satisfaction, so customers give negative reviews on the website.



Source: Salon Website, Processed (2024)

**Fig. 2 Rating of Ten Salons in South Badung**

Figure 2 shows that ten salons in South Badung have a rating of 5 or less. This shows that these five salons still have problems related to service that cause customers to give negative reviews on the website. The results of observations on the salon website show negative reviews from customers related to ten beauty salons in South Badung Regency. Based on Figure 2 and negative customer reviews shown in Appendix 1, salons in South Badung Regency have a rating below 5 and the problems that occur in salons in South Badung are related to poor salon service quality, salon employees who provide rude service, salon employees are unprofessional, salons are not clean, and the equipment used is not hygienic.

The results of observations on Google reviews from salon websites also show that there are several negative reviews given by customers to salons through their websites. Negative customer reviews of Suki Beauty Salon include the lack of hygiene of the equipment used, such as nail files that have been used before but are reused for nail care without being sterilized first. In addition, the quality of the service is not good, as indicated by the installation of eyelashes that only last five days. Then the results of customer reviews of Noemi Salon and New La Beaty Salon include the lack of professionalism of the salon employees because the service seems rude, so customers feel uncomfortable. Customer reviews of Kyra Beauty Salon include the lack of cleanliness of the salon and the smell of cigarette smoke. While reviews of Julie Thusan Hair and Beauty indicate that the treatments provided by salon employees are time-consuming and have high prices.

The results of negative reviews from visitors who have had treatments at beauty salons in South Badung Regency show that there are still visitors who are dissatisfied with the salon. The problems conveyed by visitors through the salon's Google Reviews are based on their experiences during the treatment, which often leads to a feeling of dissatisfaction, prompting visitors to give negative reviews. Based on the results of salon customer reviews, five salons in South Badung Regency still have problems that cause customers to give negative reviews. Table 1 shows the results of a survey conducted by researchers on customer perceptions of E-WOM at five beauty salons in South Badung Regency.

**Table 1: Initial Survey Results on E-WOM at Beauty Salons in South Badung Regency**

No	Question	Yes	No
1	Did you get a recommendation to come to a beauty salon in South Badung Regency from relatives/friends?	25	5
2	Do you like beauty salons in South Badung Regency?	22	8
3	Based on the quality of service, would you recommend a beauty salon in South Badung Regency to your friends/relatives?	21	9
4	Based on price perception, would you recommend a beauty salon in South Badung Regency to your friends/relatives?	22	8

Source: Primary Data, 2024

Based on Table 1, it shows that the influence of E-WOM is not optimal, because out of 30 people who were asked questions, only twenty-five people came to the beauty salon in South Badung Regency because of E-WOM. Research on E-

WOM has been widely conducted by previous researchers, including Sasongko (2021), Putra (2021), Anggraini and Budiarti (2020), Supertini (2020), and Sugiarsih (2019).

Service marketing is part of the overall service system where the company has a form of contact with its customers, from advertising to billing, it includes contact made at the time of service delivery (Christopher & Wright, 2007:52). One marketing strategy that is always an interesting phenomenon to discuss is word of mouth or commonly called word of mouth promotion. Word of Mouth is an informal channel of communication, such as friends and neighbors, coworkers and family members. Word of Mouth is so effective because trust in a product comes from people who do not benefit from their recommendations.

Word-of-mouth can either bring a positive or negative image to a product or service brand. Literature review indicates that WOM is likely to be positive and negative (Yosinta, 2019). Regarding the impact of WOM on consumer behavior, it can be interpreted that positive WOM can increase the likelihood of consumers intending to choose a product, while negative WOM can reduce consumer interest in choosing a product/service. This is supported by Siregar (2024), which shows that WOM has a significant impact on consumer behavior and plays an important role in the decision-making process.

Electronic word-of-mouth plays an important role in a company. WOM is considered the most powerful market force because it can influence customer choices (Petrović et al., 2022). The definition of WOM is the extent to which consumers praise the brand to others (Angelina & Kurniawati, 2023). Consumers who already like a particular brand are more willing to say good words to their friends than to brands they don't love (Gómez-Suárez & Veloso, 2020). Users express their satisfaction through E-WOM regarding what aspects of the application make them satisfied and engaged (Gholizadeh et al., 2021). Positive words of WOM lead to customer loyalty and increase the likelihood that customers will purchase the company's offerings (Tonder et al., 2018).

Customers are the most valuable assets of a company. Without customers, it will be difficult for a company to grow or even survive. Therefore, company management has a very big challenge to maintain its customers and having loyal customers will make the company have strong competitiveness in the midst of tight competition. The high E-WOM of customers will not be separated from the quality given to customers. To get E-WOM from customers, the company must have a good and appropriate marketing strategy in order to influence their loyalty. If the company can get its customers to provide E-WOM, there is a possibility that the customer will voluntarily recommend the company to others (Gultom et al., 2022).

One way to get E-WOM from customers is to provide the best quality of service (Widyaningtyas & Masreviastuti, 2023). Service quality is very important to increase profitability and success for a company. "Companies that are oriented towards becoming a service business hope to always be able to provide quality service to their customers." Service companies must strive to maintain superior service quality beyond that of their competitors to obtain and maintain customer satisfaction. Companies are required to provide quality service and products at competitive prices, as well as faster delivery, in order to grow and gain a competitive advantage over their competitors. The company hopes that customer satisfaction creates customer behavior that can help the company create more effective communication. "One alternative that can provide a solution for the company is word of mouth marketing.

Several studies that have examined the effect of service quality on E-WOM include research by Suryaatmaja (2016), Wuda & Suprpti (2017), Agustin (2021), and Prinia et al. (2022), which show that service quality has a positive and significant effect on WOM. Consistent research results were also found in research by Agustin (2021) and Prinia et al. (2022) that service quality has a positive and significant effect on WOM. However, there are still other research results that show inconsistent results. Pratama (2016) stated that service quality does not affect word-of-mouth, thus indicating a research gap regarding the effect of service quality on E-WOM.

In addition to service quality, there are other variables that determine a customer's E-WOM, namely price perception (Lionitan & Firdausy, 2023). If the price perception is in accordance with the customer's perception, it can affect the customer's E-WOM. Research by Permana et al. (2023) states that price perception refers to monetary prices and behavioral prices, where, if applied at a low price, consumers will tend to recommend it to others. This is where the role of word-of-mouth marketing is applied, with the aim of increasing the price information provided by sellers about their products or services. Research by Herdiana et al. (2022) states that price perception has a positive effect on word-of-mouth. Consumers recommend prices at a level that matches their expectations of others, so that they are willing to sacrifice behavioral prices because the monetary price they receive is in accordance with what they expect. This finding contradicts the results of research by Soelasih and Sumani (2019), which show that perceived prices have no effect on word-of-mouth among low-cost airlines in Indonesia.

Based on the problems presented and the inconsistencies in previous research, this study will examine mediating variables that support the research variables. Previous studies conducted by Rahmah et al (2024), Wijaya (2024), and Tjahjaningsih (2022) used mediating variables, namely the influence of service quality and price perception on positive word of mouth, including

consumer loyalty, customer satisfaction, and customer trust. This study uses the customer satisfaction variable as a mediating variable because customer satisfaction can increase E-WOM given by customers to people around them, as well as good service quality and reasonable price perceptions can create satisfaction felt by customers, so that it will increase E-WOM.

Research by Budiarno et al. (2022) found that product quality has a positive and significant effect on customer satisfaction. Research by Ridwan et al. (2024) also found that service quality has a significant effect on customer satisfaction. Research results by Prasetyo et al. (2021) stated that service quality has a positive and significant effect on customer satisfaction. Research by Rampengan & Moniharapon (2024) found that service quality has a positive and significant effect on word-of-mouth. Research results by Carolina & Sukma (2023) also stated that price perception has a positive and significant effect on WOM on Sata Products. This finding contradicts the research results of Soelasih & Sumani (2019), which showed that perceived price had no effect on word-of-mouth on low-cost airlines in Indonesia. Tiono & Sahetapi (2022) found that customer satisfaction had a significant positive effect on WOM. Research results by Pratiwi & Telagawathi (2021) found that customer satisfaction with word of mouth has a positive and significant effect. Budiarno et al. (2022) found that product quality has a positive and significant effect on customer satisfaction. Pratiwi & Telagawathi (2021) found that customer satisfaction has a positive and significant effect on word of mouth. Carolina & Sukma's (2023) research found that price perception has a positive and significant effect on WOM. Tiono & Sahetapi (2022) found that customer satisfaction has a significant positive effect on WOM.

Based on the existing problem background and the lack of consistency in previous research, this study takes the topic of the role of customer satisfaction in mediating the influence of service quality and price perception on E-WOM (Study on beauty salon customers in Badung Regency).

## **II. LITERATURE REVIEW**

### ***A) Stimulus-Organism-Response (S-O-R) Theory***

The Stimulus Organism Response (S-O-R) Theory was created by Mehrabian and Russell (1974). The SOR theory is a theoretical model used to understand the relationship between external stimuli, internal processes in organisms and the resulting responses (Huo et al., 2023). The SOR model is often used in the context of consumer behavior and consumer psychology. The relationship between SOR is that external stimuli will affect internal processes in organisms, which in turn will affect the resulting responses (Huo et al., 2023). The SOR theory refers to the use of perspective as a hypothesis determination, where the stimulus, which is a factor influencing the organism, is the physical environment, storescape, and the retail social storescape, and the organism that will be influenced by the stimulus is the retail store customer. The organism will get a response due to the stimulus factor that affects the organism. The expected response is the occurrence of purchases, impulse buying and also adaptive responsibility. The SOR theory contains elements: the stimulus is an environmental factor that influences an individual's cognitive and affective reactions, specifically the messages. An organism is an activity in the ongoing decision-making process, namely, the recipient. Response is an effect that can be manifested in approach or avoidance behavior (Yu et al., 2021).

According to Hardianto (2019), the final response of the internal process that occurs within the consumer is the consumer's ultimate decision. Consumers can make purchases, postpone purchases, cancel purchases, recommend products, or even avoid making purchases. This SOR model is widely used by marketers to understand the relationship between the stimuli given to consumers and their reactions to these stimuli through buying, consuming, and spending activities. According to Rahmawati (2013), organisms produce certain behaviors if there are certain stimulus conditions; the effects caused are special reactions to special stimuli, so that someone can expect and estimate the suitability between the message and the communicant's reaction. The stimulus-organism-response (SOR) model is commonly used to examine the relationship between stimulus and response, as well as how the organism mediates this relationship. It does this through different pathways that trigger the individual's cognitive and emotional states, which then initiate behavioral responses. A stimulus (S) induces two opposing types of responses (R) in the user: approach or avoidance.

In this study, "S" or stimulus refers to consumer perceptions of the quality of service and price provided by beauty salons in South Badung Regency, "O" or organism refers to cognitive reactions (satisfaction felt by consumers after undergoing treatment at beauty salons in South Badung Regency) and affective reactions (pleasure felt). And "R" or response represents the consumer's urge to recommend beauty salons in South Badung Regency through their social media.

### ***B) Electronic Word-of-Mouth Theory***

The E-WOM (Electronic Word of Mouth) theory was put forward by Hennig-Thurau et al. (2004) and Kotler & Keller (2016), which stated that eWOM is a positive or negative statement made by actual or potential customers about a product or company, which is presented to many people via the internet. Electronic Word-of-Mouth (E-WOM) is a consumer's thought that makes them directly involved with the company by providing feedback and suggestions via the media or web that can result in greater loyalty and sales (Kotler & Keller, 2016:148). Electronic word of mouth (eWOM), according to Kotler and Keller (2016:135), is a marketing strategy that utilises the internet to create a word-of-mouth effect to support marketing efforts and

goals. Word-of-mouth (WOM), according to Ansis et al. (2021), is communication between individuals that occurs naturally about information about a product via the internet. Based on the several definitions above, it can be concluded that word-of-mouth is the willingness of consumers to recommend a brand based on their experiences, as expressed through consumer thoughts that provide feedback and suggestions, making them directly involved with the company, which can result in consumer loyalty.

The Electronic Word-of-Mouth Theory model shows that the quality of service, lifestyle, and consumer satisfaction will affect consumer intention to recommend products through Ewom. The credibility of informal sources is one of the factors that is generally more trusted (Suryani, 2008:191). People generally trust a neighbor who has just bought a computer brand X more than what is conveyed by the marketer of computer X. This trust is inseparable from the nature of the informal source itself, which is considered by consumers to have no interest in what is conveyed to other parties. This is different from marketers who have a desire for the products offered to sell. Informal sources have no interest, so they tend to be more objective. Informal sources that have a strong influence to influence consumers are called opinion leaders. For the Indonesian people, word of mouth communication has a strong influence; those who tend to prefer listening to reading, when seeking information, ask more questions to other people they trust. Therefore, it is natural that opinion leaders have a very important role.

### **C) Service Quality Theory**

One of the service quality approaches widely used as a reference in marketing research is the SERVQUAL (Service Quality) model, developed by Parasuraman, Zeithaml, and Berry (1990). SERVQUAL is an empirical method that can be used by service companies to improve the quality of their services. SERVQUAL is built on the comparison of two main factors, namely customer perceptions of the services they receive (perceived service) with the services they expect or desire (expected service).

According to Parasuraman et al. (2008:148), service quality is how far the difference is between reality and customer expectations of the services they receive or obtain. Service quality can be determined by comparing consumer perceptions of the services they have received with the services they expect from the services provided by a company. If the service received or felt (perceived service) is in accordance with what is expected, then the perceived service quality will be good and satisfying. If the service received exceeds consumer expectations, then the perceived service quality will be very good and of high quality. On the other hand, if the service received is lower than expected, then the perceived service quality will be poor.” Based on the definition of service quality above, it can be seen that two main factors influence service quality: the service expected by consumers and the service received or felt by consumers, or the

The service quality theory model shows that service quality affects WOM. Good service quality can increase customer satisfaction, so they are more likely to share their positive experiences with others through WOM. Many dimensions can be used to measure service quality. Four concepts of service quality measurement are the Nordic Model, SERVQUAL Model, Three-Component Model, and Multi-Model (Tjiptono, 2015:267). Brady & Cronin (2001:37) measure service quality based on the Multi-Model, which includes three dimensions: interaction quality, physical environment quality, and outcome quality.

## **III. METHOD**

This study uses an associative quantitative approach. The location of this study is in South Badung Regency. Badung Regency, especially South Badung, consists of North Kuta District, Kuta District and South Kuta District (Badung.go.id, 2024). South Badung District was chosen as the research location because it is the center of tourism in Badung Regency, which is also the gateway to tourism in Bali Province. This study focuses on discussing the role of customer satisfaction in mediating the influence of service quality and price perception on E-WOM at Beauty Salons in South Badung Regency. According to the Central Statistics Agency (2024), there are 153 salons in South Badung Regency. The beauty salons selected in this study were ten salons around Kerobokan, Kuta District, Badung Regency, which are tourist areas and have problems that cause negative reviews from customers on the salon website. The population in this study consisted of the total number of visitors who had ever received treatment at the Beauty Salon selected as the research location. The sample in this study was 500 salon visitors. Data collection in this study was by the survey method with a questionnaire distribution technique. The analysis technique in this study is Structural Equation Modeling (PLS-SEM) with SmartPLS.

## **IV. RESULTS AND DISCUSSION**

Respondents in this study were visitors who had undergone treatment at the Beauty Salon selected as the research location. Based on gender, respondents showed that the majority of visitors who had undergone treatment at the salon were female because women more often undergo beauty treatments at salons. The majority of respondents in this study were 25-29 years old because at this age, they tend to be young and do not have many responsibilities, so they have a lot of time to do self-care at the salon. The majority of respondents had a bachelor's degree. It worked in the self-employed sector, indicating that respondents who already have their income feel freer to use it for treatments at the salon.

**Table 2: Results of the Convergent Validity AVE Test**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Quality of Service (X <sub>1</sub> )	0.933	0.933	0.949	0.788
Price Perception (X <sub>2</sub> )	0.925	0.925	0.947	0.816
Customer Satisfaction (M)	0.894	0.894	0.934	0.825
Electronic Word-of-Mouth (Y)	0.870	0.871	0.920	0.794

Based on Table 2, it can be seen that all AVE values of convergent validity are greater than 0.5, so it can be stated that the data in the study are valid.

**Table 3: Discriminant Validity Test Results**

<b>Variable</b>	<b>Quality of Service (X<sub>1</sub>)</b>	<b>Price Perception (X<sub>2</sub>)</b>	<b>Customer Satisfaction (M)</b>	<b>E-WOM (Y)</b>
Quality of Service (X <sub>1</sub> )	0,957			
Price Perception (X <sub>2</sub> )	0,846	0,942		
Customer Satisfaction (M)	0,862	0,840	0,936	
E-WOM (Y)	0,877	0,882	0,870	0,944

The results in Table 3 show that the square root value of the AVE of each variable is greater than the correlation of each construct, so it can be said that the model is valid when viewed from the perspective of discriminant validity.

**Table 4: Results of Cronbach's alpha and Composite reliability tests**

<b>Variabel</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
Quality of Service (X <sub>1</sub> )	0,933	0,949
Price Perception (X <sub>2</sub> )	0,925	0,947
Customer Satisfaction (M)	0,894	0,934
E-WOM (Y)	0,870	0,920

Based on Table 4, it can be seen that all Cronbach's alpha and Composite reliability values for each variable are greater than 0.70, indicating that the data in the study are reliable.

**Table 5: R-squared Test Results**

<b>Variable</b>	<b>R Square</b>	<b>R Square Adjusted</b>
Customer Satisfaction (M)	0,654	0,653
E-WOM (Y)	0,771	0,770

Based on Table 5, the R-squared value for the Customer Satisfaction (M) variable is 0.654, indicating that it has a strong influence. The R-squared value for the E-WOM variable is 0.771, indicating that it has a strong influence. Based on the calculation, the Q-Square value is 0.921, which is more than 0 and close to 1, so it can be concluded that the model has a predictive relevance value or the model is worthy of being said to have a relevant predictive value of 92.1 percent. This shows that the variation of E-WOM variables can be explained by variations in service quality, price perception, and Customer Satisfaction, while the remaining 2 percent is explained by other variables outside the model.

**Table 6: Results of Direct Influence Test**

<b>Variable</b>	<b>Original Sample</b>	<b>Sample Mean</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P Values</b>
Quality of Service (X <sub>1</sub> ) → Customer Satisfaction (M)	0.505	0.508	0.053	9.544	0.000
Price Perception (X <sub>2</sub> ) → Customer Satisfaction (M)	0.358	0.356	0.054	6.663	0.000
Quality of Service (X <sub>1</sub> ) → E-WOM (Y)	0.289	0.291	0.046	6.273	0.000
Price Perception (X <sub>2</sub> ) → E-WOM (Y)	0.292	0.292	0.042	6.932	0.000
Customer Satisfaction (M) → E-WOM (Y)	0.379	0.375	0.049	7.774	0.000

Table 6 shows that the service quality variables (X<sub>1</sub>) and price perception (X<sub>2</sub>) have a positive and significant effect on customer satisfaction (M). Service quality (X<sub>1</sub>), price perception (X<sub>2</sub>), and customer satisfaction (M) have a positive and significant effect on E-WOM (Y). This is indicated by the positive value of the variable relationship coefficient and the value which is smaller than alpha 0.05.

**Table 7: Results of Indirect Effect Test**

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Quality of Service ( $X_1$ ) $\rightarrow$ Customer Satisfaction (M) $\rightarrow$ E-WOM (Y)	0.191	0.191	0.032	5.891	0.000
Price Perception ( $X_2$ ) $\rightarrow$ Customer Satisfaction (M) $\rightarrow$ E-WOM (Y)	0.136	0.134	0.027	4.993	0.000

Table 7 shows that there is an indirect relationship between service quality and E-WOM through customer satisfaction, with a positive original sample coefficient value and a p-value of 0.000, which is smaller than 0.05. This means that the customer satisfaction variable can mediate the influence between service quality and E-WOM. The table above also shows that there is an indirect relationship between price perception and E-WOM through customer satisfaction, with a positive original sample coefficient value and a p-value of 0.000, which is smaller than 0.05. This means that the customer satisfaction variable can mediate the influence between price perception and E-WOM.

#### The influence of service quality on customer satisfaction

The results of the analysis show that service quality has a positive and significant effect on customer satisfaction, as indicated by the coefficient value of 0.505 with a p-value of 0.000, which is smaller than 0.05. This means that if the quality of service provided by the beauty salon increases, the satisfaction of visitors to the beauty salon will also increase. Respondents in this study, namely salon visitors, represent that the quality of service provided by beauty salons in South Badung Regency is in the good category. Visitors to beauty salons in South Badung Regency are satisfied with the salon's services because it provides the correct quality of service. The salon can serve consumers appropriately, according to what was said before providing treatment. The salon has adequate equipment for providing treatment to visitors, so that visitors feel comfortable with the service from the salon. However, some respondents still disagree with the speed of service from the salon. This is evidenced by the presence of respondents who are still waiting to be treated because the previous customer has not finished the treatment. The incompatibility of the treatment time with the arrival of the customer is caused by the presence of customers who are late, which will have an impact on the delay in the next customer service.

Additionally, the sudden addition of treatment by customers also causes delays in service for the next customer. The results of this study are in line with the research of Budiarno et al. (2022), which states that quality has a positive and significant effect on customer satisfaction. Research by Ridwan et al. (2024) also shows that service quality has a positive and significant effect on customer satisfaction, so that by maintaining consistent service quality, customers will definitely feel satisfied and will become loyal. Research by Subawa and Sulistyawati (2020) indicates that service quality has a positive and significant impact on customer satisfaction.

#### The influence of price perception on customer satisfaction

The results of the analysis show that price perception has a positive and significant effect on customer satisfaction, as indicated by a coefficient value of 0.358 with a p-value of 0.000, which is smaller than 0.05. This means that if price perception increases, the satisfaction of beauty salon visitors will also increase. Beauty salon visitors feel that the price of the treatment carried out at the beauty salon is in the good category. Salon visitors get benefits that match the price paid. The suitability of the price with the benefits obtained by visitors will increase the satisfaction of salon visitors. Visitors feel that it is not in vain to pay for treatment costs because the results obtained have benefits that match the price paid. However, there are still a small number of salon visitors who have a low perception that the price offered is not in accordance with the quality of the services obtained.

Beauty salons in South Badung Regency have varying prices for each treatment offered. This depends on the medicine used in each treatment. Salons have good treatment medicines that are safe to use repeatedly. Such as smoothing or hair coloring medicines, salons have various types of medicines according to the visitor's needs. Not infrequently, visitors who come complain about the high price when given treatment with good quality drugs, so visitors ask for ordinary drugs so that the price obtained is affordable. The respondents' views are due to the lack of understanding of the respondents regarding the types of treatment drugs that vary according to their quality. Some respondents also feel that the results of treatments paid for at a higher price have results that are not in accordance with expectations. The lack of explanation from employees regarding the quality of the treatment results, which vary according to the condition of the customer's hair or skin, causes a lack of understanding among respondents regarding the variation in treatment results. The results of this study align with the research of Lionitan and Firdausy (2023), which indicates that price perception has a positive and significant impact on customer satisfaction. The study by Tamrin et al. (2024) found that price perception has a positive and significant effect on consumer satisfaction. The research by Fitrianto and Wikaningtyas (2023) also found that price perception has a positive and significant effect on consumer satisfaction.

The influence of service quality on E-WOM

The results of the analysis show that service quality has a positive and significant effect on E-WOM, as indicated by the coefficient value of 0.289 with a p-value of 0.000, which is smaller than 0.05. This indicates that as the quality of service provided by the beauty salon improves, the volume of E-WOM from visitors will also increase. The quality of service obtained by visitors from the salon is in the good category, thus triggering the intention of visitors to promote the beauty salon to people around them, which can be done through social media. Visitors who have treatments at the beauty salon have obtained results according to their expectations. Before undergoing treatment, visitors have been provided with detailed information about the treatment they will receive. The provision of information obtained by visitors makes visitors feel cared for, so that visitors have a good perception of the beauty salon in South Badung Regency. Many visitors who come then give positive reviews by sharing stories on their social media accounts and tagging the beauty salon. The existence of positive reviews from visitors shows positive recommendations from visitors aimed at people around them. The results of this study are in line with the research of Valentama et al., (2022) which states that service quality has a positive and significant effect on word-of-mouth, which means that the good quality of service provided will guarantee an increase in consumers to do word-of-mouth because service quality has a very strong influence on word-of-mouth. The study by Rampengan & Moniharapon (2024) also found that service quality has a positive and significant effect on word-of-mouth.

#### The influence of price perception on E-WOM

The test results show that price perception has a positive and significant effect on E-WOM, as indicated by the coefficient value of 0.292 with a p-value of 0.000, which is smaller than 0.05. This indicates that as the price perception of beauty salon visitors increases, the E-WOM generated by visitors will also increase. Beauty salon visitors in South Badung Regency have received prices in line with the expected quality. Salons have varying prices for each type of treatment they offer. The better the medicine used during treatment, the more expensive the price to be paid. The various types of medicine aim to meet the needs of visitors. Some visitors will be willing to pay a high price in order to get good medicine that is considered safe by visitors. However, visitors who rarely undergo treatment tend to opt for ordinary medicine to obtain a cheaper price. The existence of a price that is in accordance with the abilities and needs of visitors causes visitors to feel that the price given is appropriate. This price, which is in accordance with its quality, encourages visitors to recommend the beauty salon through social media or Google reviews. Before visitors decide to have treatment at a salon, they have received recommendations from people around them and have seen reviews from previous visitors on the salon's social media. Salons that have prices that match the results of their treatments will be recommended again by visitors through their social media. The results of this study are in line with the research of Carolina & Sukma (2023), which states that price perception has a positive and significant effect on WOM. The results of Anggraeni et al.'s (2023) research also indicate that the perceived price perception yields appropriate results, which will have a positive and significant impact on word-of-mouth. The results of Tjahjaningsih et al.'s (2022) research also found that price perception has a positive and significant effect on WOM.

#### The influence of customer satisfaction on E-WOM

The results of the analysis show that customer satisfaction has a positive and significant effect on E-WOM, as indicated by a coefficient value of 0.379 with a p-value of 0.000, which is smaller than 0.05. This shows that if customer satisfaction increases, the E-WOM carried out by visitors will also increase. The satisfaction felt by salon visitors will create recommendations in the form of E-WOM. Beauty salon visitors feel satisfied because the treatments provided by the salon are in accordance with their expectations. Salon visitors who are respondents in this study stated that the performance of the beauty salon meets their expectations, resulting in visitors feeling satisfied with the salon's services. Before undergoing treatment, salon visitors have been given detailed information about the treatments they will undergo. In addition, visitors have also been given treatment options that suit their needs. The satisfaction obtained by visitors makes them give positive recommendations on social media by marking the salons they visit. This study is in line with the results of research by Parnataria & Abror (2019), which found that customer satisfaction has a positive and significant effect on WOM, meaning that the higher the customer satisfaction, the higher the WOM from one consumer to another towards a brand. The results of research by Tiono & Sahetapi (2022) also show that customer satisfaction has a significant positive effect on WOM. Research by Pratiwi and Telagawathi (2021) found that customer satisfaction with word of mouth has a positive and significant effect; this condition indicates that customer satisfaction can influence the level of word of mouth.

#### The influence of service quality on E-WOM through customer satisfaction

The indirect effect test shows that service quality has a significant effect on E-WOM through customer satisfaction, as indicated by a coefficient value of 0.191 with a p-value of 0.000, which is smaller than 0.05. This shows that if the quality of service increases, salon visitors will feel satisfied, so that the E-WOM carried out by visitors will also increase. Salon visitors have recommended beauty salons through their social media because of the satisfaction they feel with good quality. Beauty salons provide good service, such as implementing bookings when they are going to have treatment, and providing adequate salon equipment with the aim of providing satisfaction to visitors. Beauty salons have provided friendly service according to the wishes of visitors. Proper treatment and not waiting in line for a long time make visitors feel satisfied, so that visitors give positive

recommendations through social media. This study is in line with the research of Poerwanto & Zakaria (2018), which states that WOM is a trusted communication channel because the incident begins with customers who have consumed a product or used the company's services and are satisfied and then recommend it to others based on their experience. Research by Budiarno et al. (2022) also stated that product quality has a positive and significant effect on customer satisfaction. Pratiwi & Telagawathi (2021) found that customer satisfaction has a positive and significant effect on word of mouth. Rampengan & Moniharapon (2024) found that service quality has a positive and significant effect on word-of-mouth.

The influence of price perception on E-WOM through customer satisfaction

The indirect effect test shows that price perception has a significant effect on E-WOM through customer satisfaction, as indicated by a coefficient value of 0.136 with a p-value of 0.000, which is smaller than 0.05. This shows that if the price perception felt by visitors is good, then salon visitors will feel satisfied, so that E-WOM carried out by visitors will also increase. Price perception is a feeling that arises in visitors regarding the price paid after undergoing treatment. Beauty salons in South Badung Regency have provided a price list through their social media accounts. So, before visitors undergo treatment, they have seen the estimated price to be paid. The salon provides prices ranging from the lowest to the highest according to the quality of the medicine used. The better the medicine used, the more expensive the price to be paid. Visitors who want good medicine will pay more, but are satisfied with the results of their treatment. Visitors who choose medicine of ordinary quality are also satisfied because the price paid is not too expensive, which is in accordance with their abilities. The existence of a price that is in accordance with the results of the treatment and in accordance with the ability of the visitor causes satisfaction felt by salon visitors. This satisfaction that is felt gives rise to positive recommendations from visitors through recommendations given on their social media. The results of this study are in line with research conducted by Prasetyo et al. (2021), which states that service quality has a positive and significant effect on consumer satisfaction, and high service quality is considered a means to compete in the service market. Research by Carolina & Sukma (2023) also states that price perception has a positive and significant effect on WOM. The results of research by Tiono & Sahetapi (2022) also show that customer satisfaction has a positive and significant effect on WOM.

## V. CONCLUSION

Based on the results of the data analysis conducted, the conclusion obtained in this study is that service quality and price perception have a positive and significant effect on customer satisfaction at beauty salons in South Badung Regency. Service quality, price perception, and customer satisfaction have a positive and significant effect on E-WOM at beauty salons in South Badung Regency. Customer satisfaction is able to mediate the influence of service quality and price perception on E-WOM at beauty salons in South Badung Regency.

Beauty salons in South Badung Regency must ensure that every visitor arrives on time according to the time notified when booking treatment. Because the delay of one person will cause the treatment for the next person to be late, the scheduled time will be disrupted. So the salon must ensure that visitors arrive on time by contacting visitors 30 minutes before the treatment begins. Beauty salons in South Badung Regency can apply shopping vouchers for the next transaction to respondents who provide their reviews on Google reviews or social media, which will increase the desire of customers to provide their recommendations. Beauty Salons in South Badung Regency should always provide an explanation in advance to each visitor regarding the variety of drugs that are in accordance with their prices, and the results that will be obtained will not be the same and vary according to the type of skin/hair of the visitor. Beauty Salons in South Badung Regency communicate in advance regarding the treatment expected from each visitor so that visitors can get an experience that matches their expectations when undergoing treatment.

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