



# Jurnal Mirai Management



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### Quick Menu

[FOCUS AND SCOPE](#)

[EDITORIAL TEAM](#)

[PEER REVIEWERS](#)

[PUBLISHING ETHICS](#)

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[INDEXING SITES](#)

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[FOCUS AND SCOPE](#)

[EDITORIAL TEAM](#)

[PEER REVIEWERS](#)

[PUBLISHING ETHICS](#)

[AUTHOR GUIDELINES](#)

[ONLINE SUBMISSIONS](#)

[PUBLICATION FEE](#)

[INDEXING SITES](#)

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## Quick Menu

[FOCUS AND SCOPE](#)

[EDITORIAL TEAM](#)

[PEER REVIEWERS](#)

[PUBLISHING ETHICS](#)

[AUTHOR GUIDELINES](#)

[ONLINE SUBMISSIONS](#)

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



















## Daftar Isi

### Articles

 Analisis Biaya Langsung Dan Tidak Langsung Dalam Pengambilan Keputusan CV Gema Solution <i>Yusuf Hamdani</i>		DOWNLOAD PDF 01 - 07
 Pengaruh Gaya Hidup Dan Etnosentrisme Konsumen Terhadap Keputusan Pembelian Dengan Niat Beli Sebagai Mediator <i>Izza Nafila Nasution, Intan Tri Annisa</i>		DOWNLOAD PDF 08 - 17
 Pengaruh Kualitas Produk, E-Word Of Mouth Dan Live Streaming Terhadap Keputusan Pembelian Konsumen Fashion Pada E-Commerce "Shopee" (Studi Kasus Masyarakat Kota Yogyakarta) <i>Lilis Karlina, Nursa Fitri</i>		DOWNLOAD PDF 18 - 21
 Pengaruh Murabahah Dan Musyarakah Terhadap Laba Bank Syariah Indonesia <i>Muhamad Agung Ali Fikri</i>		DOWNLOAD PDF 22 - 24
 Peran Strategis Audit Terhadap Laporan Esg Di Era Keberlanjutan : Sebuah Studi Literatur Sistematis <i>Delina Dwi Indah Sari, Agoestina Mappadang</i>		DOWNLOAD PDF 26 - 29
 Analisis Penyusunan Anggaran Induk Perusahaan PT. Komando Teknologi Indonesia <i>Muhammad Ersu, Safira Alifadhilah</i>		PDF 30 - 35
 Pengaruh Kesempatan Kerja, Indeks Pembangunan Manusia (Ipm) Dan Inflasi Terhadap Pengangguran Di Provinsi Jawa Tengah <i>Salma Maghfudhoh Zakiyatul Mizkiyyah, Indah Dwi Agustiani, Fansa Fadia Devi, Eki Candra, Novi Yanti, Riyan Andhi</i>		DOWNLOAD PDF 36 - 53
 Preferensi Konsumen Terhadap Keputusan Pembelian Berdasarkan Kualitas Produk Kopi Lawe Di Kota Surakarta <i>Mei Sindi Yudha, Septi Handayani, Lia Saputri, Yudha Tegar Prakoso, Marjam Desma Rahadhini</i>		DOWNLOAD PDF 54 - 65
 Pengaruh Pajak Daerah, Retribusi Daerah, Hasil Pengelolaan Kekayaan Daerah Yang Dipisahkan Terhadap Pendapatan Asli Daerah Kabupaten/ Kota Di Provinsi Sumatera Utara <i>Putri Septiana Br. Sigalingging, Muhammad Irsan Nasution, Junawan</i>		DOWNLOAD PDF 66 - 78
 Pengaruh Kualitas Produk Dan Social Media Marketing Terhadap Kepuasan Harga Dan Keputusan Pembelian Di Ramen Ya Bekasi <i>Ester Yuanyasia, Rivera Pantro Sukma</i>		DOWNLOAD PDF 79 - 90
 Pengaruh Kualitas Produk Dan Harga Pupuk Subsidi Dan Non Subsidi Terhadap Kepuasan Konsumen Pada Ud. Loli Jaya Tani Di Desa Titi Payung Pada Kota Indrapura		DOWNLOAD PDF ...

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Pengaruh Kualitas Produk Dan Social Media Marketing Terhadap Kepuasan Harga Dan Keputusan Pembelian Di Ramen Ya Bekasi	Ester Yuanyasia, Rivera Pantru Sukma		79 - 90
Pengaruh Kualitas Produk Dan Harga Pupuk Subsidi Dan Non Subsidi Terhadap Kepuasan Konsumen Pada Ud. Loli Jaya Tani Di Desa Tiu Payung Pada Kota Indrapura	Muhammad Erlang Fadyalah, Sri Rezeki		91 - 99
Pengaruh Key Opinion Leader Dan Social Media Marketing Di Tiktok Terhadap Brand Awareness Pada Produk Kecantikan Skintific Di Kalangan Mahasiswa Bisnis Digital Unimed.	Anjel Monika Lumban Toruan, Sabda Dian Nurani Siahaan		100 - 110
Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian di Kings Distro Delitua.	Boyke Hutasoit, Rangga Restu Prayogo		111 - 119
The Impact Of Individual Characteristics And Self-Efficacy On Employee Performance	Priska Henderina Suki, Tarsisius Timuneno, Yonas Ferdinand Riwu	 DOWNLOAD PDF (ENGLISH)	120 - 127
Pengaruh Beban Kerja dan Kompensasi terhadap Kinerja melalui Kepuasan Kerja pada Karyawan PT Berkah Mulia Mandiri Surabaya	Arya Misbah Ali, Ubaidillah Zuhdi, Nuzulul Fatimah, Dwi Nofitasari		128 - 133
Pengaruh Konten Marketing Terhadap Keputusan Pembelian Produk Fashion Muslim Di Tiktok Pada Masyarakat Desa Kopo	Siva Agustina, Harry Nugraha		134 - 141
Pengaruh Komunikasi Pemasaran Terhadap Minat Beli Konsumen Pada Salon Kuku (Survei Pada Pengikut Instagram @PulchraNails_)	Sri Ayu, Harry Nugraha, Harry Nugraha		142 - 148
Analisis Promosi Flash Sale Pada Perilaku Pembelian Impulsif Konsumen Produk Skincare The Originote Di E-Commerce Shopee	Seni Sahwalani, Harry Nugraha		149 - 153
Peran Kredibilitas Labeling "Tasya Farasya Approved" Dalam Keputusan Pembelian Skincare Somethinc	Dini Pitriani, Harry Nugraha		154 - 159
Pengaruh Literasi Keuangan dan Gaya Hidup Terhadap Perencanaan Keuangan Pegawai Negeri Sipil (PNS) di Kota Kupang	Magfirah Salsabila, Apriana H. J. Fanggalda, Siprianus G. Tefa		160 - 173
Pengaruh Job Description dan Work-Life Balance Terhadap Kinerja Pegawai Puskesmas Trajeng Kota Pasuruan	Nova Eriza Purwati, Aanes Ratna Pudvaninosih, Ascosenda Ika Rizoi		174 - 181

 Pengaruh Literasi Keuangan dan Gaya Hidup Terhadap Perencanaan Keuangan Pegawai Negeri Sipil (PNS) di Kota Kupang <i>Magfirah Salsabila, Apriana H. J. Fanggalda, Siprianius G. Tela</i>	 DOWNLOAD PDF 160 - 173
 Pengaruh Job Description dan Work-Life Balance Terhadap Kinerja Pegawai Puskesmas Trajeng Kota Pasuruan <i>Nova Eriza Purwati, Agnes Ratna Pudyaningih, Ascosenda Ika Rizqi</i>	 DOWNLOAD PDF 174 - 182
 Transformasi Digital dalam Strategi Pemasaran PT. FASCO SAGA CORP: Studi pada Implementasi Media Sosial <i>Kharisma Nur Pribadi, Ika Purwanti</i>	 DOWNLOAD PDF 183 - 190
 Pengungkapan Risiko Keuangan, Nilai Perusahaan, dan Return Saham pada Perusahaan Non-Keuangan Kategori Indeks LQ45 <i>Richa Rachmawati Afag, Suchi Avita Rici, Rica Yulianti Lukman</i>	 DOWNLOAD PDF 191 - 199
 Pengaruh Strategi Content Marketing, Viral Marketing dan Influencer Terhadap Keputusan Pembelian Produk Skincare di Platform Shopee pada Mahasiswa Bisnis Digital Universitas Negeri Medan <i>Fildzah Haryani Harahap, Nurul Wardani Lubis</i>	 DOWNLOAD PDF 200 - 208
 Pengaruh Perputaran Modal Kerja, Likuiditas Dan Pertumbuhan Penjualan Terhadap Profitabilitas Dengan Ukuran Perusahaan Sebagai Variabel Moderasi Pada Perusahaan Property Dan Real Estate Yang Terdaftar Di Bursa Efek Indonesia Pada Tahun 2019-2024 <i>Winda Heriyanti, Rizki Filhayati Rambe</i>	 DOWNLOAD PDF 209 - 225
 Pengaruh Fasilitas Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Umkm Coffee Shop Dejavu Di Aek Karopan Kabupaten Labuhanbatu Utara <i>Yosep Bonar Frederic, Agus Rahmadsyah</i>	 DOWNLOAD PDF 226 - 234
 Implementasi Content Marketing Instagram dan Facebook dalam Meningkatkan Jangkauan dan Penjualan UMKM Jajanan Farun <i>Intan Nur'aini, Haryadi Haryadi</i>	 DOWNLOAD PDF 235 - 252
 Analisis Dampak Pembelajaran Daring Pada WLB (Work Life Balance) Mahasiswa Pekerja (Studi Kasus Mahasiswa Manajemen) <i>Mutara Cantika Putri, Enjang Suherman, Dwi Epty Hidayati</i>	 DOWNLOAD PDF 253 - 265
 Peranan Disiplin Kerja Dalam Meningkatkan Kinerja Karyawan Pada PT Permodalan Nasional Madani Cabang Sukatani <i>Dahlia Dahlia, Suroso Suroso, Flora Patricia Anggela</i>	 DOWNLOAD PDF 266 - 271
 Penggunaan Digital Marketing Dalam Pelaku Umkm: Metode Literature Review <i>Lilis Sugi Rahayu Ningsih, Lik Anah, Choirun Nisful Laili, Radetya Bintang Mitakhol Choir</i>	 DOWNLOAD PDF 272 - 286
 Implementasi Big Data dalam Manajemen Data Big Data Berbasis	 DOWNLOAD PDF

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<i>Liis Sugi Rahayu Ningsih, Lik Anah, Choirun Nisful Laili, Radetya Bintang Mitakhul Choir</i>		272 - 286
 <b>Implementasi Big Data dalam Manajemen Data Bidang Pertanian</b>		DOWNLOAD PDF
<i>Marza Dona, Jhon Veri</i>		287 - 297
 <b>Analisis Destination Brand Experience Dalam Meningkatkan Minat Berkunjung Kembali Wisatawan di TWA Gunung Papandayan</b>		DOWNLOAD PDF
<i>Ervina Damayanti, Irena Novaria, Oman Sukirman</i>		298 - 306
 <b>Penerapan Disiplin Kerja Dalam Meningkatkan Kinerja Pegawai Pada PT. Vanesa Sukma Mandiri</b>		DOWNLOAD PDF
<i>Rio Andrean, Suroso Suroso, Muhammad Adhimawan Wijaya</i>		307 - 322
 <b>The Influence of Digital Technology Utilization on Employee Performance through Work Motivation as a Mediating Variable</b>		DOWNLOAD PDF (ENGLISH)
<i>Hairul Bahri, Ahmad Juliana, Muhammad Azwar</i>		323 - 329
 <b>Evolusi Pemasaran Digital, Peran Media Sosial dan Kecerdasan Buatan dalam Meningkatkan Keterlibatan dan Loyalitas Konsumen</b>		DOWNLOAD PDF
<i>Angelina Koesjono, Istiharini Istiharini</i>		330 - 340
 <b>Tax Ethics and Professionalism in Accounting: A Systematic Literature Review</b>		DOWNLOAD PDF
<i>Indah Yani, Leny Marlina, Fitria Romadiona</i>		341 - 353
 <b>Sensory Experience, Perceived Price, and Customer Satisfaction: Drivers of WOM Recommendation</b>		DOWNLOAD PDF
<i>Tommy Setiawan Ruslim, Claudia Gita Hapsari</i>		354 - 368
 <b>Konsep Biaya Produksi Produk Pertanian dan Pangan</b>		DOWNLOAD PDF
<i>Marza Dona, Syakhroni Harfan, Zefriyenni Zefriyenni</i>		367 - 377
 <b>Pengaruh Good Corporate Governance (Gcg) Terhadap Kinerja Keuangan Perusahaan Manufaktur Yang Terdaftar Di Bursa Efek Indonesia Periode 2021-2023</b>		DOWNLOAD PDF
<i>Besse Rahma, Chairul Ihsan Burhanuddin, Idrawahyuni Idrawahyuni</i>		378 - 389
 <b>Analisis Perpajakan atas Berbagai Sumber Penghasilan Berdasarkan Literatur Rview Tahun 2015-2025</b>		DOWNLOAD PDF
<i>Mita Sopriyanti, Ida Farida Adi Prawira</i>		390 - 396
 <b>The Influence of Process Ease and Service Satisfaction on Student Payment Compliance: Evidence from a Private University In Surabaya</b>		DOWNLOAD PDF (ENGLISH)
<i>Wizartha Prunoma</i>		397 - 404

Jurnal Mirai Management

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The Effect Of Democratic Leadership And Work Discipline On Employee Performance Theresia Adisanti H. Klau, Ni Putu Nursiani, Yonas Ferdinand Riwi	DOWNLOAD PDF (ENGLISH) 405 - 411
Pengaruh Responsiveness, Tangibles, Dan Store Atmosphere Terhadap Kepuasan Pelanggan Di F2 Fitness Medan Marelan Khawarizmi Annadi S, Rangga Restu Prayogo	DOWNLOAD PDF 412 - 418
Pengaruh Kompetensi dan Pengembangan Karir Terhadap Kinerja Karyawan Sales (Studi pada PT. Alfa Scorpii Sentral Yamaha Medan) Muhammad Akbar Sempurno, Riza Indriani	DOWNLOAD PDF 419 - 426
Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Pada Sumatratapanuli Coffee Dan Roaster Ahmad Fauzan Ritonga, Ali Fikri Hasibuan	DOWNLOAD PDF 427 - 434
Pengaruh Variasi Produk Dan Social Media Marketing Terhadap Keputusan Pembelian Di Kedai Kopi Kebun Kecamatan Percut Sei Tuan Kabupaten Deli Serdang Dwi Utami Cahyati, Syahrizal Chaili	DOWNLOAD PDF (ENGLISH) 435 - 443
Pengaruh Literasi Keuangan, Shopee PayLater, dan Gaya Hidup terhadap Perilaku Konsumtif Masyarakat Usia Produktif Salmanisa - Tsabjanati, Teti Anggita Safitri	DOWNLOAD PDF 444 - 452
Konsep Biaya Produksi Produk Pertanian dan Pangan Marza Dona, Syakhroni Harfan, Zefriyenni Zefriyenni	DOWNLOAD PDF 453 - 461
Pengaruh Pembelajaran Inquiry dan Berpikir Kritis Terhadap Hasil Belajar Siswa Pada Materi Pembelajaran Perpajakan Di SMA Laboratorium UM Putri Candraningtyas, Januar Kustiandi	DOWNLOAD PDF 462 - 470
Pengaruh E-Service Quality Dan E-Trust Terhadap Keputusan Penggunaan Aplikasi Mobile Banking Pada Nasabah Ahmad Rafi Naufal Albie, Eka Dewi Setia Tarigan	DOWNLOAD PDF 471 - 481

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## **Sensory Experience, Perceived Price, and Customer Satisfaction: Drivers of WOM Recommendation**

**Tommy Setiawan Ruslim<sup>1</sup>, Claudia Gita Hapsari<sup>2</sup>**

*<sup>1,2</sup> Faculty of Economics and Business, Management, Universitas Tarumanagara, Indonesia*

### **Abstract:**

This study investigates the influence of sensory experience and perceived price on word-of-mouth (WOM) recommendation, with customer satisfaction as a mediating variable, in the context of Wolf Gang's Steakhouse Jakarta. Using the Stimulus-Organism-Response (SOR) framework, sensory experience and perceived price serve as stimuli, customer satisfaction as the organism, and WOM recommendation as the response. Data were collected through purposive sampling from 218 respondents who had dined at the restaurant. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3. Results reveal that sensory experience and perceived price have significant positive effects on customer satisfaction, which in turn significantly influences WOM recommendation. Additionally, both sensory experience and perceived price directly and indirectly affect WOM recommendation through partial mediation by customer satisfaction. These findings highlight the importance of enhancing sensory aspects such as taste, aroma, presentation, and freshness, alongside maintaining fair and transparent pricing, to improve satisfaction and encourage positive WOM. The study contributes theoretically by reinforcing the mediating role of customer satisfaction in the SOR model and provides practical insights for fine dining managers to improve customer experiences and strengthen competitive positioning.

**Keywords:** Sensory Experience, Perceived Price, Customer Satisfaction, WOM Recommendation

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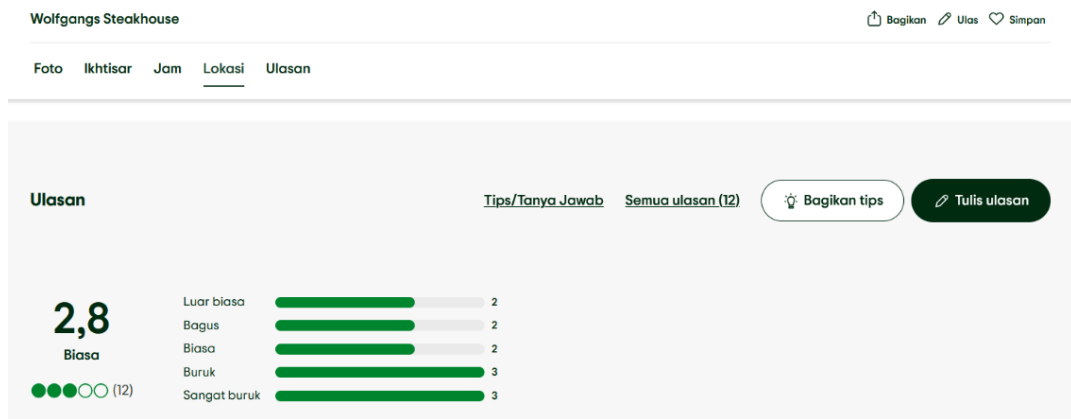
## **INTRODUCTION**

Food is a daily necessity that must be fulfilled in order to carry out activities effectively (Benyamin & Ruslim, 2023). The culinary industry is one of the sectors that has experienced rapid growth in recent decades and has become an essential part of the modern lifestyle. Every restaurant must find ways to retain and attract new customers while remaining competitive and profitable (Canny, 2014). Various innovations in the food and beverage sector have been introduced, ranging from cooking styles such as Western, Japanese, or Indonesian cuisine (Ruslim & Rahardjo, 2015), to menu variations, food presentation methods, service styles, and even changes in the overall restaurant concept (Ruslim et al., 2022).

Changes in consumption patterns, increased purchasing power, and the influence of globalization have driven the emergence of various restaurant concepts, one of which is fine dining. The fine dining phenomenon in Indonesia has shown significant growth, particularly in major cities such as Jakarta. This development is in line with the rise of the upper-middle-class consumer segment that seeks not only food quality but also a unique gastronomic experience. Fine dining has become a luxury increasingly sought after and enjoyed by consumers from diverse backgrounds (Lim et al., 2022).

Customer satisfaction is a crucial factor to maintain, as numerous studies have examined its effects, which can lead to word-of-mouth (WOM) recommendations (Lim et al., 2022; Ing et al., 2020). Beyond food, fine dining offers customers both a pleasant social activity and a dining experience (Walker & Lundberg, 2005). However, Wolf Gang's Steakhouse, a fine dining restaurant in Jakarta, has recently received several negative reviews on Tripadvisor, where it only scored 2.8 out of 5 (see Figure 1). These reviews generally highlight issues such as the quality of food not matching the price, steaks being excessively fatty/greasy with an unpleasant odor, and the overall perception of being overpriced.

**Figure 1.** Tripadvisor Rating of Wolf Gang's Steakhouse Jakarta



Source: Tripadvisor

Good food quality plays an important role in determining customer satisfaction. Numerous studies have been conducted, and their findings show that food quality has a significant positive effect on satisfaction (Andaleeb & Conway, 2006; Amira & Rahardian, 2015; Hidayat et al., 2020). Jin et al. (2012) explain food quality in terms of delicious taste, attractive appearance, and menu variety. Studies on food quality in fine dining restaurants conducted by Lim et al. (2022) and Kelvia & Ronald (2023) examined the role of sensory experience, which can lead to satisfaction. Sensory experience provides consumers with impressions that influence the five senses – sight, smell, taste, hearing, and touch (Suprapti et al., 2022).

Fine dining restaurants are generally more expensive compared to other types of restaurants such as casual dining, family-style restaurants, fast food, food courts, or street food. Therefore, price fairness becomes an important aspect to examine in a fine dining setting. Price fairness can be described as customers' evaluation of whether the price charged for a product is reasonable or not (Jin et al., 2016; Hanaysha, 2016). Many customers have a perception of how much they expect to be charged at a restaurant, and when the price offered exceeds their expectations, their satisfaction tends to decline (Andaleeb & Conway, 2006). Jin et al. (2015) further explain that restaurant managers must set fair prices for customers, consistent with reference prices that consumers have established through their past dining experiences at similar fine dining establishments.

Veronika & Terenggana (2025) define word-of-mouth (WOM) as communication about products, quality, or companies conveyed through various media such as social media platforms, discussion forums, or consumer reviews. WOM is important to study because it serves as a promotional medium carried out by customers, where they share positive experiences about a brand with others, thus enhancing brand recognition within society (Setiadi & Ruslim, 2023). Conversely, Lai & Chou (2015) highlight that dissatisfaction often leads customers to discontinue visits or spread negative feedback through WOM. The effect of WOM has also been proven to significantly and positively influence purchasing decisions in several restaurant contexts (Diah & Vercelli, 2023; Qomariah, 2020).

Based on the background outlined above, in order to increase positive WOM recommendations for the fine dining restaurant Wolf Gang's Steakhouse (see Figure 1.1), this study

adapts the research of Lim et al. (2022) by investigating the influence of sensory experience derived from perceived food quality and price perception on WOM recommendation, with customer satisfaction as a mediating factor.

This study addresses an evidence gap regarding the effect of price on satisfaction, as previous findings remain inconsistent. For instance, Ruslim et al. (2024), Suhud et al. (2019), and Rochmad & Muzdalifah (2024) found that perceived price has a significant positive influence on customer satisfaction. However, different results were reported by Valentino & Ekawati (2025) and Ruslim & Rahardjo (2016), who concluded that price fairness does not have a significant effect on customer satisfaction. Therefore, this study further investigates the effect of price on satisfaction, particularly in fine dining restaurants.

### **Sensory Experience**

Sensory experience refers to the creation of experiences that engage the five senses—sight, sound, smell, taste, and touch—which shape customers' perceptions of food quality and the overall restaurant atmosphere (Handaruwati, 2021). Beyond influencing immediate satisfaction, sensory experiences may also stimulate exploratory behaviors and encourage individuals to actively seek and collect diverse experiences (Lashkova et al., 2019). This highlights the dynamic role of sensory elements in shaping not only customer evaluations but also their broader behavioral tendencies.

Furthermore, sensory experience is often measured through various indicators, including proper seasoning, delicious taste, visually appealing presentation, appropriate serving temperature, freshness, and richness of flavor (Kelvia, 2023). Taken together, these elements emphasize that sensory experience represents the holistic interaction between customers and food through their senses. **Based on these definitions, in this study sensory experience is defined as the overall sensory impressions perceived by customers, encompassing taste, smell, sight, touch, and serving quality.**

### **Perceived Price**

According to Schiffman and Wisenblit (2015), perceived price refers to the customer's view of the value they receive from a purchase. This definition highlights that perceived price is not merely about the numerical amount paid, but rather how customers interpret the benefits they obtain in relation to the expenditure made. From this perspective, perceived price represents the subjective evaluation of whether the product or service provides sufficient value for the money spent.

Similarly, Han and Hyun (2015) describe perceived price as customers' perceptions of the appropriateness of a product or service's price when compared to competitors' offerings. Oscar and Keni (2019) further emphasize that perceived price reflects consumers' assessment of the monetary sacrifice required to acquire a product in relation to other similar alternatives. Together, these definitions underscore that perceived price is shaped by both internal evaluations of value and external comparisons with competitors, ultimately influencing customer satisfaction and purchasing behavior.

### **Customer Satisfaction**

Customer satisfaction can be defined as the customer's perception of a product or service performance compared to their expectations (Schiffman & Wisenblit, 2015). It reflects the extent to which the product or service meets or exceeds customer needs, wants, and expectations, resulting in a positive evaluation of the consumption experience. In this sense, customer satisfaction is not only a judgment of past experiences but also an important indicator of how well an organization delivers value.

Similarly, customer satisfaction is described as the overall evaluation of service quality performance relative to customer expectations (Ruslim et al., 2020; Ruslim et al., 2024). This highlights its role as a measure of how effectively a product or service fulfills what customers anticipate. High levels of satisfaction strengthen the relationship between customers and businesses, fostering loyalty, repeat purchases, and positive word-of-mouth. Based on these definitions, in this

study customer satisfaction is defined as the level of fulfillment experienced by customers after comparing the perceived performance with their expectations.

### WOM Recommendation

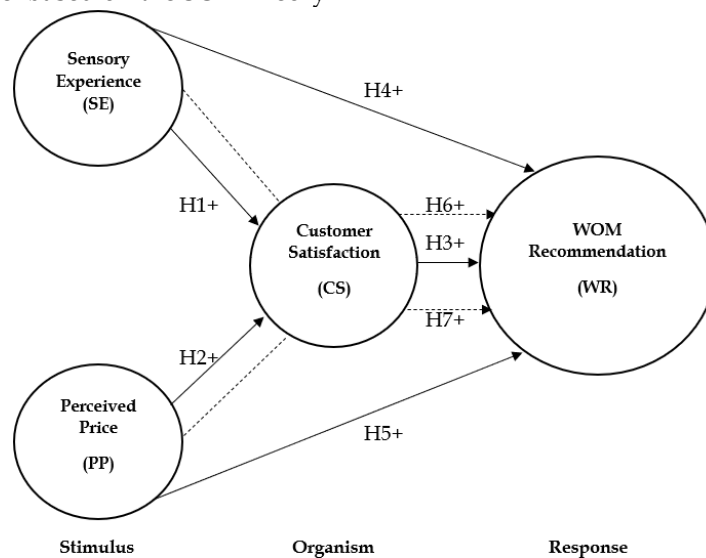
According to Setiadi and Ruslim (2023), Word of Mouth (WOM) is a form of promotion carried out by customers by sharing their positive experiences about a brand with others, allowing the brand to gain wider recognition in society. WOM, therefore, serves as an organic and credible promotional tool, as it originates directly from customer experiences and can significantly enhance a brand's visibility and reputation.

Similarly, Joesyiana (2018) defines Word of Mouth as interpersonal communication, either individually or in groups, that conveys opinions or evaluations about a product or service with the intention of providing personal information. This definition highlights WOM as an influential communication channel that extends beyond formal marketing strategies, playing a crucial role in shaping consumer perceptions, influencing purchase decisions, and fostering trust in the marketplace.

### Stimulus-Organism-Response (SOR) Theory

In this study, the SOR (Stimulus-Organism-Response) theory popularized by Mehrabian and Russell (1974) is applied. The Stimulus-Organism-Response (SOR) model explains how the environment (stimulus) influences an individual's psychology (organism), which in turn generates certain behaviors (response). In the context of fine dining restaurants, environmental factors such as food quality and price serve as stimuli. Customers then engage in an internal evaluation in the form of satisfaction (organism), and the outcome may affect subsequent behaviors such as providing word-of-mouth recommendations (response). Figure 2 below illustrates the application of the SOR model to consumer behavior in fine dining restaurants:

Figure 2. Research Model based on the SOR Theory



Based on the research model above, the hypotheses are as follows:

H1: Sensory experience has a positive and significant effect on customer satisfaction.

Suprapti (2020), in her research, found that sensory experience has a positive and significant effect on customer satisfaction. It was concluded that sensory experience provides consumers with stimuli that influence their five senses, including sight, smell, taste, hearing, and touch. Similar findings were also reported by Lashkova et al. (2019), Wardayanti & Bharata (2025), and Septian & Handaruwati (2021), who confirmed that sensory experience positively influences customer satisfaction.

H2: Perceived price has a positive and significant effect on customer satisfaction.

Jin et al. (2016) examined the role of price fairness in building customer satisfaction. Aurelia & Ruslim (2025) and Dhisasmito & Kumar (2020) also demonstrated that price fairness positively and significantly influences customer satisfaction. Similar results were found by Ruslim et al. (2024), Suhud et al. (2019), and Rochmad & Muzdalifah (2024), who confirmed that perceived price exerts a positive and significant influence on customer satisfaction. However, contrasting findings were reported by Valentino & Ekawati (2025) and Ruslim & Rahardjo (2016), who revealed that price fairness does not have a significant effect on customer satisfaction.

H3: Customer satisfaction has a positive and significant effect on WOM recommendation.

Wisdayanti & Wulansari (2023) and Setiadi & Ruslim (2023) found that customer satisfaction has a positive and significant effect on word-of-mouth (WOM). Similarly, Parnataria & Abror (2019), who examined the importance of customer satisfaction for WOM, concluded that customers who have positive experiences are more likely to share favorable WOM. Supporting this, Syah & Wijoyo (2021) also demonstrated that customer satisfaction exerts a positive and significant influence on WOM, suggesting that the greater the level of satisfaction, the higher the likelihood of customers recommending the business to others.

H4: Sensory experience has a positive and significant effect on WOM recommendation.

H5: Perceived price has a positive and significant effect on WOM recommendation.

Kelvia & Ronald (2023) investigated the influence of sensory experience and price in a fine dining restaurant in Medan and found that both factors positively and significantly affected customer satisfaction.

H6: Sensory experience has a positive and significant effect on WOM recommendation mediated by customer satisfaction.

H7: Perceived price has a positive and significant effect on WOM recommendation mediated by customer satisfaction.

Lim et al. (2022) examined the influence of sensory experience and price on WOM recommendation with customer satisfaction as a mediating variable in fine dining restaurants. Their findings indicated that sensory experience did not directly affect WOM recommendation but exerted an indirect effect through customer satisfaction. In contrast, perceived price demonstrated both direct and indirect positive effects on WOM recommendation through customer satisfaction. Similarly, Ing et al. (2020) also confirmed that perceived price influences the intention to spread positive WOM mediated by customer satisfaction.

## METHOD

This research adopts a quantitative method with a causal design. As noted by Malhotra (2020), a causal design is crucial in marketing research because it seeks to explain both the direct and indirect influence of one variable on another. According to Malhotra (2020), a sample represents a subset of the population that is systematically chosen to serve as respondents or observational units within a study. This research applied a non-probability sampling technique through purposive sampling, where respondents were selected based on specific criteria determined by the researcher. The inclusion criteria for this study were: (a) have dined at least once at Wolf Gang's Steakhouse Jakarta (ELYSEE SCBD Jakarta, Level 6 Rooftop, Senayan), (b) resides in Jakarta, and (c) aged at least

18 years old (adapted from Lim et al., 2022, with a minimum respondent age of 18 years). In total, 218 respondents who met these requirements were successfully collected as the study sample.

According to Malhotra (2020), the minimum sample size required in a marketing research study is 200 respondents. This also meets the provision established by Hair et al. (2018, as cited in Memon et al., 2020), which states that the minimum number of samples in a study can be determined based on the number of variables examined, using a ratio of 20:1. In this study, there are four latent variables; therefore, the required sample size is  $20 \times 4 = 80$  respondents. Based on these expert recommendations, the minimum sample size determined for this research is 200 respondents.

Following Bougie & Sekaran (2016), this study utilized a purposive sampling technique to ensure that all respondents fulfilled the criteria aligned with the research objectives. Data collection was carried out through a structured questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). In this study, the operational variables were formulated to measure the key concepts under investigation. The following presents the list of operational variables used in this research.

**Table 1.** Operational variables

Variable	Indicator	Source
Sensory experience	<ol style="list-style-type: none"> <li>1. Taste of the food (SEN1)</li> <li>2. Visual presentation (SEN2)</li> <li>3. Food temperature (SEN3)</li> <li>4. Freshness of ingredients (SEN4)</li> <li>5. Appropriateness of seasoning (SEN5)</li> <li>6. Aroma of the food (SEN6)</li> </ol>	Adapted from Lim et al. (2022); Kelvia & Ronald, (2023)
Perceived Price	<ol style="list-style-type: none"> <li>1. Price fairness (PRI1)</li> <li>2. Value for money (PRI2)</li> <li>3. Price affordability (PRI3)</li> </ol>	Adapted from Lim et al. (2022); Ing et al. (2020); Dhisasmito et al. (2020)
Customer satisfaction	<ol style="list-style-type: none"> <li>1. Dining experience satisfaction (SAT1)</li> <li>2. Enjoyment of choosing to dine at this restaurant (SAT2)</li> <li>3. Enjoyment of dining (SAT3)</li> <li>4. Right decision to dine at this restaurant (SAT4)</li> </ol>	Adapted from Lim et al. (2022); Tuncer et al. (2020); Abdichianto & Ruslim, (2024)
WOM recommendation	<ol style="list-style-type: none"> <li>1. Sharing positive feedback (WOM1)</li> <li>2. Recommending to family and friends (WOM2)</li> <li>3. Recommending this restaurant when asked for advice (WOM3)</li> </ol>	Adapted from Lim et al. (2022); Kelvia & Ronald (2023)

Each variable was operationally defined to maintain clarity and consistency in measurement. Primary data were gathered using an online questionnaire administered via Google Forms, allowing for efficient and wide distribution to the intended participants. The questionnaire link was disseminated through multiple digital platforms, including WhatsApp, Instagram, and other social media channels, to reach respondents who met the predetermined criteria. This online method enhanced accessibility, maintained participant anonymity, and improved the overall efficiency of data collection in a cost-effective way.

This study applied a series of data analysis techniques using SmartPLS 3 to perform Partial Least Squares Structural Equation Modeling (PLS-SEM). Construct validity was assessed through convergent validity – measured by outer loadings ( $>0.708$ ) and Average Variance Extracted (AVE  $>0.50$ ) – as well as discriminant validity, which was evaluated using the Fornell-Larcker criterion, HTMT ratio ( $<0.85$ ), and cross-loadings. Reliability was tested through Cronbach's alpha and Composite Reliability (CR), with all values meeting the recommended threshold of  $\geq 0.70$ . In addition, multiple linear regression analysis was employed to assess the effect of independent variables on the dependent variable. For hypothesis testing within the SEM framework, path coefficients and p-values were analyzed, with significance determined through bootstrapping procedures at p-values  $<0.05$ . The explanatory power of the model was further evaluated using  $R^2$  values.

## RESULT AND DISCUSSION

### Respondent Description

The sample collected in this study consisted of 218 respondents, classified based on gender, age, occupation, income range, dining companions, and frequency of visits. Based on the processed data, 123 respondents (56.42%) were male, and the majority of respondents were in the age range of 29–44 years (Generation Y), totaling 78 respondents (35.78%). Most respondents worked as entrepreneurs, amounting to 101 respondents (46.33%). In terms of monthly income, the majority earned more than IDR 50 million, with 132 respondents (60.55%). Regarding dining companions, most respondents dined with business colleagues, totaling 86 respondents (39.45%). Meanwhile, in terms of visit frequency, the majority had visited more than once, totaling 136 respondents (62.39%).

### Outer Model Assessment

Validity analysis in the PLS-SEM method is categorized into convergent validity and discriminant validity. Convergent validity is measured using outer loadings with a minimum value of 0.708 and Average Variance Extracted (AVE) with a minimum threshold of 0.50 (Hair et al., 2017).

**Table 2.** Results of Convergent Validity Test – Outer Loadings

	CS	PP	SE	WOM	Conclusion
PRI1		0.888			
PRI2		0.863			
PRI3		0.865			
SAT1	0.850				
SAT2	0.849				
SAT3	0.805				
SAT4	0.858				
SEN1			0.890		
SEN2			0.906		
SEN3			0.909		
SEN4			0.908		
SEN5			0.826		
SEN6			0.878		
WOM1				0.902	
WOM2				0.917	
WOM3				0.884	

**Table 3.** Results of Convergent Validity Test – AVE

Variable	AVE	Conclusion
Customer satisfaction	0.707	Met the requirements of
Perceived Price	0.761	convergent validity because
Sensory Experience	0.786	the values are higher than
WOM recommendation	0.812	0.50

Meanwhile, discriminant validity is assessed using the Fornell-Larcker criterion and cross-loadings, where the value of each construct must be greater than that of other constructs, as well as the heterotrait-monotrait ratio (HTMT), which should be below 0.85 (Hair et al., 2017). Reliability analysis is measured using Cronbach’s alpha and Composite Reliability with a minimum threshold of 0.70 (Hair et al., 2017).

**Table 4.** Results of Discriminant Validity Test - Fornell-Larcker Criterion

Variable	Customer satisfaction	Perceived Price	Sensory Experience	WOM recommendation	Conclusion
Customer satisfaction	0.841				Met the requirements of discriminant validity
Perceived Price	0.644	0.872			
Sensory Experience	0.689	0.643	0.887		
WOM recommendation	0.747	0.705	0.768	0.901	

**Table 5.** Results of Discriminant Validity Test - Cross-Loadings

	CS	PP	SE	WOM	Conclusion
PRI1	0.541	0.888	0.557	0.630	Met the requirements of discriminant validity
PRI2	0.534	0.863	0.546	0.614	
PRI3	0.587	0.865	0.579	0.600	
SAT1	0.850	0.504	0.654	0.631	
SAT2	0.849	0.626	0.528	0.618	
SAT3	0.805	0.448	0.452	0.539	
SAT4	0.858	0.549	0.614	0.660	
SEN1	0.591	0.524	0.890	0.650	
SEN2	0.602	0.550	0.906	0.667	
SEN3	0.618	0.520	0.909	0.679	
SEN4	0.638	0.628	0.908	0.743	
SEN5	0.578	0.553	0.826	0.656	
SEN6	0.557	0.643	0.878	0.685	
WOM1	0.651	0.611	0.710	0.902	
WOM2	0.667	0.628	0.666	0.917	
WOM3	0.658	0.666	0.699	0.884	

**Table 6.** Results of Discriminant Validity Test - HTMT

Variable	Customer satisfaction	Perceived Price	Sensory Experience	WOM recommendation	Conclusion
Customer satisfaction					Met the requirements of discriminant validity because the values are
Perceived Price	0.741				
Sensory Experience	0.740	0.720			
WOM recommendation	0.833	0.816	0.839		

lower than  
0.85

**Table 7.** Results of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
Customer satisfaction	0.862	0.906	Met the requirements of reliability
Perceived Price	0.843	0.905	
Sensory Experience	0.945	0.957	
WOM recommendation	0.884	0.928	

### Inner Model Assessment

**Table 8.** Results of R<sup>2</sup> Test

Variable	R <sup>2</sup>
WOM recommendation	0.707

The results of the R<sup>2</sup> test indicate that the variables in this study explain 70.7% of customer loyalty, while the remaining 29.3% is explained by other variables outside the scope of this research.

**Table 9.** Results of f<sup>2</sup> Test

Variable	Customer satisfaction	Perceived Price	Sensory Experience	WOM recommendation
Customer satisfaction				0.141
Perceived Price	0.146			0.116
Sensory Experience	0.254			0.259
WOM recommendation				

The effect size (f<sup>2</sup>) analysis, as presented in Table 9, shows that the sensory experience variable has a medium effect on customer satisfaction and WOM recommendation, with f<sup>2</sup> values ranging between 0.15 and 0.35. The variables of customer satisfaction and perceived price have a small effect on WOM recommendation, with f<sup>2</sup> values ranging between 0.02 and 0.15. Similarly, perceived price has a small effect on customer satisfaction, with f<sup>2</sup> values also ranging between 0.02 and 0.15.

**Table 10.** Results of Hypothesis Testing

Hypothesis	Original sample	T-Statistic	P-Value	Result
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H1: SE → CS	0.454	4.434	0.000	Supported
H2: PP → CS	0.344	3.564	0.000	Supported
H3: CS → WOM	0.295	4.102	0.000	Supported
H4: SE → WOM	0.403	4.107	0.000	Supported
H5: PP → WOM	0.258	3.620	0.000	Supported
H6: SE → CS → WOM	0.134	4.175	0.000	Supported (Partial Mediation)
H7: PP → CS → WOM	0.101	2.222	0.013	Supported (Partial Mediation)

Regarding the hypothesis testing results, it can be observed that the first hypothesis (H1) is supported, indicating that sensory experience has a positive and significant effect on customer satisfaction. The second hypothesis (H2) is supported, showing that perceived price has a positive and significant effect on customer satisfaction. The third hypothesis (H3) is supported, indicating that customer satisfaction has a positive and significant effect on WOM recommendation. The fourth hypothesis (H4) is supported, suggesting that sensory experience has a positive and significant effect on WOM recommendation. The fifth hypothesis (H5) is supported, showing that perceived price has a positive and significant effect on WOM recommendation. The sixth hypothesis (H6) is supported, indicating that sensory experience has a positive and significant effect on WOM recommendation through the mediation of customer satisfaction. Finally, the seventh hypothesis (H7) is supported, demonstrating that perceived price has a positive and significant effect on WOM recommendation through the mediation of customer satisfaction.

#### 4.4 Discussion

##### The Influence of Sensory Experience on Customer Satisfaction

The hypothesis testing results indicate that Hypothesis 1 (H1) is supported, suggesting that sensory experience has a positive and significant effect on customer satisfaction. This finding is consistent with previous studies conducted by Suprapti (2020), Lashkova et al. (2019), Wardayanti & Bharata (2025), and Septian & Handaruwati (2021), which also found that sensory experience positively and significantly affects customer satisfaction. Therefore, it can be concluded that the better the sensory experience, such as experiences that stimulate the five senses, the higher the level of satisfaction generated. If Wolf Gang's Steakhouse is able to provide a strong sensory experience, customers will feel more satisfied.

##### The Influence of Perceived Price on Customer Satisfaction

The hypothesis testing results indicate that Hypothesis 2 (H2) is supported, suggesting that perceived price has a positive and significant effect on customer satisfaction. This finding is in line with previous studies conducted by Dhisasmito & Kumar (2020), Ruslim et al. (2024), Suhud et al. (2019), and Rochmad & Muzdalifah (2024), which also found that perceived price positively and significantly affects customer satisfaction. Thus, it can be concluded that the better the perceived price, the higher the level of satisfaction felt by customers. If Wolf Gang's Steakhouse is able to deliver quality that matches the price offered, customers will feel more satisfied.

### **The Influence of Customer Satisfaction on WOM Recommendation**

The hypothesis testing results indicate that Hypothesis 3 (H3) is supported, suggesting that customer satisfaction has a positive and significant effect on WOM recommendation. This finding is consistent with previous studies by Wisdayanti & Wulansari (2023), Setiadi & Ruslim (2023), Parnataria & Abror (2019), and Syah & Wijoyo (2021), which also found that customer satisfaction positively and significantly influences WOM recommendation. Therefore, it can be concluded that the higher the satisfaction experienced by customers, the greater the likelihood that they will share their satisfaction through WOM. If Wolf Gang's Steakhouse can provide strong customer satisfaction, it increases the likelihood of customers giving WOM recommendations to others.

### **The Influence of Sensory Experience on WOM Recommendation**

The hypothesis testing results indicate that Hypothesis 4 (H4) is supported, suggesting that sensory experience has a positive and significant effect on WOM recommendation. This finding is not consistent with a previous study by Lim et al. (2022), which found that sensory experience did not significantly affect WOM recommendation. Therefore, it can be concluded that the better the sensory experience, such as experiences that stimulate the senses, the more it may influence WOM recommendations. The difference in findings may be attributed to variations in the fine dining restaurants studied, particularly in terms of food quality. Hence, this study finds that sensory experience positively and significantly affects WOM recommendation. If Wolf Gang's Steakhouse can provide a strong sensory experience, customers will be more likely to give WOM recommendations.

### **The Influence of Perceived Price on WOM Recommendation**

The hypothesis testing results indicate that Hypothesis 5 (H5) is supported, suggesting that perceived price has a positive and significant effect on WOM recommendation. This finding is consistent with previous studies by Ing et al. (2020) and Lim et al. (2022), which also found that perceived price positively and significantly influences WOM recommendation. Therefore, it can be concluded that the better the perceived price, the more likely customers are to provide WOM recommendations. If Wolf Gang's Steakhouse is able to deliver quality that matches its pricing, customers will be more inclined to provide WOM recommendations.

### **The Influence of Sensory Experience on WOM Recommendation through Customer Satisfaction**

The hypothesis testing results indicate that Hypothesis 6 (H6) is supported, suggesting that sensory experience has a positive and significant effect on WOM recommendation through the mediation of customer satisfaction. This finding is consistent with a previous study by Lim et al. (2022), which also showed that sensory experience positively and significantly influences WOM recommendation through customer satisfaction. Therefore, it can be concluded that the better the sensory experience provided, the higher the satisfaction experienced, which in turn has a positive impact on WOM recommendation. If Wolf Gang's Steakhouse is able to deliver a strong sensory experience, it will enhance customer satisfaction and positively encourage WOM recommendations.

### **The Influence of Perceived Price on WOM Recommendation through Customer Satisfaction**

The hypothesis testing results indicate that Hypothesis 7 (H7) is supported, suggesting that perceived price has a positive and significant effect on WOM recommendation through the mediation of customer satisfaction. This finding is consistent with a previous study by Lim et al. (2022), which showed that perceived price positively and significantly influences WOM recommendation through customer satisfaction. Therefore, it can be concluded that the better the perceived price, the greater the customer satisfaction, which in turn positively impacts WOM recommendation. If Wolf Gang's Steakhouse is able to deliver quality that aligns with its pricing, it will enhance customer satisfaction and encourage customers to provide positive WOM recommendations to others.

## CONCLUSION

This study concludes that sensory experience and perceived price play a significant role in shaping customer satisfaction and word-of-mouth (WOM) recommendation at Wolfgang's Steakhouse Jakarta. The findings indicate that both variables have a direct positive influence on satisfaction, which in turn strongly drives customers to share positive recommendations. Furthermore, sensory experience and perceived price also demonstrate significant indirect effects on WOM when mediated by customer satisfaction, suggesting the presence of partial mediation. These results highlight the importance of managing both tangible and perceptual aspects of the dining experience to enhance overall customer responses.

From a theoretical perspective, this research reinforces the relevance of sensory experience and perceived price in understanding customer behavior within the restaurant industry. It further supports the mediating role of customer satisfaction in bridging service attributes and customer advocacy. However, future research is encouraged to explore additional variables, such as hygiene, physical design, and other experiential factors, to provide a more comprehensive understanding of drivers influencing satisfaction and loyalty. Such exploration will broaden the theoretical contribution and enrich practical insights for both academics and practitioners.

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