

ANALYSIS OF PRICE PERCEPTION, WORD OF MOUTH AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AT BAMBU UNGU RESTO

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Abstract

The F&B business is one of the most popular businesses among various segments of society, from the lower to the upper classes. This is because food and beverages are among the primary human needs. Increasingly fierce competition in the culinary industry requires businesses to understand the factors that influence customer satisfaction in order to maintain customer loyalty. This study aims to analyze the influence of price perception, word of mouth, and customer experience on customer satisfaction at Bambu Ungu Resto. The method used was a quantitative approach, with data collection techniques through the distribution of questionnaires to 120 respondents, who are Bambu Ungu Resto customers. Data were analyzed using statistical tests including t-tests and simultaneous tests. The results showed that partially, price perception had no significant effect on customer satisfaction, while word of mouth and customer experience had a positive and significant effect on customer satisfaction. Simultaneously, price perception, word of mouth, and customer experience had a positive and significant effect on customer satisfaction. These findings indicate that customer satisfaction is more influenced by perceived experience and recommendations from other consumers than by price.

Keywords: Price Perception, Word of Mouth, Customer Experience, Consumer Satisfaction.

INTRODUCTION

Food and beverages (F&B) is a business industry that primarily sells food and beverages. The F&B industry has become a rapidly growing trend in various cities across Indonesia. The F&B business is one of the most popular businesses among various segments of society, from the lower to the upper classes. This is because food and beverages are among the primary human needs. The F&B industry is one that will continue to grow over time. Almost every day, new foods are discovered and spread around the world, especially with the emergence of delivery platforms (Abdullah et al., 2023; Cheng et al., 2024). The food and beverage (F&B) industry is a popular business venture. Furthermore, F&B is known as a never-ending industry due to its constant demand. F&B itself is a business engaged in the production and sale of food and beverages (Sudiyono et al., 2022; Santos, 2025). The F&B industry encompasses a wide range of businesses, including cafes, coffee shops, restaurants, bars, and even catering. This industry is one of the industries whose numbers continue to grow every year. However, this doesn't mean it's without its challenges. The biggest challenge for business owners in the F&B industry is creating innovation and promoting their brand.

Customer satisfaction is crucial in the business world, and one of the businesses discussed in this study is the culinary industry. The culinary industry is a rapidly growing industry because food is a basic human need that must be met. Therefore, if eating and drinking remain a top priority, the culinary industry will continue to thrive (Utama, 2022; Nugraha & Suprpto, 2024). One of the existing businesses, such as Bambu Ungu Resto, had revenue of Rp 624,000,000 in 2022, Rp 604,000,000 in 2023, Rp 528,000,000 in 2024, and Rp 525,000,000 in 2025. Based on this data, it can be seen that Bambu Ungu Resto experienced a decline in revenue every year. This decline in revenue indicates that Bambu Ungu Resto has not been able to optimally meet consumer expectations. This indicates that Bambu Ungu Resto management has not conducted a thorough evaluation of customer satisfaction, particularly regarding price perceptions. This situation is suspected to be one of the factors contributing to Bambu Ungu Resto's year-over-year sales decline. Focusing on consumers is the key to achieving sustainable competitive advantage in today's business competition. In order to gain a competitive advantage, the purple bamboo restaurant must understand who its consumers are, what they want, how their needs are met, and other factors. Bambu Ungu Resto really needs

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customer satisfaction to maintain their loyalty and attract more potential customers, some factors that influence customer satisfaction are adequate facilities, qualified staff, menu variations and a pleasant environment. Based on the results of the pre-survey, respondents stated that they had other options and did not always choose Bambu Ungu Resto because the prices for food and drinks at Bambu Ungu Resto did not match the variants of the menu chosen, thus indicating that the competitiveness of Bambu Ungu Resto was still not prominent enough to attract and satisfy consumers.

Another factor is price. The price offered is a key consideration before consumers decide to purchase goods or use services. Price is one element of the marketing mix that generates revenue, while the others generate costs. Price can also be defined as any monetary expense incurred by consumers to acquire, own, or utilize a combination of goods and services within a product (Kodu, 2020). Based on the results of the pre-survey, it was stated that the prices set at Bambu Ungu Resto are still said to be high so that many competitors of other food places have relatively affordable food prices. Bambu Ungu Resto needs to increase price competitiveness and price suitability to be able to increase consumer satisfaction which in turn will improve the loyalty and reputation of Bambu Ungu Resto.

Word of Mouth (WOM) is a positive or negative statement written by regular or former customers about a product or service via the internet. According to Kotler and Keller (2021), electronic word of mouth is marketing that uses the internet to create a word-of-mouth effect to support business and marketing objectives. This marketing strategy is considered capable of increasing market share with low operational costs and providing product information quickly and accurately. The pre-survey results indicate that consumers do not recommend Bambu Ungu Restaurant because its customer satisfaction is still not optimal. Therefore, Bambu Ungu Restaurant needs to increase the consistency of its social media promotions and offer more varied promotions to encourage consumers to make purchases. And consumers who have visited will recommend other consumers to make purchases.

Customer experience is a crucial element in a company's marketing strategy. Experience is the key to winning over consumers. At this stage, consumers not only receive implicit information but also experience a personal connection with the product or service. This engagement fosters trust in the company. Based on Google reviews, many customers complain about the poor service and taste at Bambu Ungu Restaurant. Therefore, consumers will consider several factors when deciding whether to return to Bambu Ungu Restaurant. Adequate facilities, including completeness and availability, will increase consumer interest, leading to a more informed decision about whether to purchase a product or service. Based on the description of the background above and supported by the existence of a Research Gap which is the difference in research results from previous studies, the author is interested in conducting research on "Analysis of Price Perception, Word of Mouth, and Customer Experience on Customer Satisfaction at Bambu Ungu Resto".

Based on the background outlined above, the problems identified in this study are as follows:

1. Based on the results of the pre-survey regarding price perceptions, the prices set at Bambu Ungu Resto are still considered high, leading to numerous competitors offering relatively affordable food.
2. Based on the results of the pre-survey regarding word of mouth, consumers do not recommend Bambu Ungu Resto because Bambu Ungu Resto's ability to provide customer satisfaction is still suboptimal.
3. Based on the results of the pre-survey regarding customer experience, the employees are not polite and friendly when welcoming customers who want to shop at Bambu Ungu Resto.

Based on the background outlined above, the research questions identified in this study are as follows:

1. Does price perception have a partial positive and significant effect on customer satisfaction at Bambu Ungu Resto?
2. Does word of mouth have a partial positive and significant effect on customer satisfaction at Bambu Ungu Resto?
3. Does customer experience have a partial positive and significant effect on customer satisfaction at Bambu Ungu Resto?
4. Do price perception, word of mouth, and customer experience simultaneously have a positive and significant effect on customer satisfaction at Bambu Ungu Resto?

Based on the problem formulation above, the research objectives are as follows:

1. To determine and analyze the partial positive and significant effect of price perception on customer satisfaction at Bambu Ungu Resto.
2. To determine and analyze the partial positive and significant effect of word of mouth on customer satisfaction at Bambu Ungu Resto.
3. To determine and analyze the partial positive and significant effect of customer experience on customer satisfaction at Bambu Ungu Resto.

4. To determine and analyze the simultaneous positive and significant effect of price perception, word of mouth, and customer experience on customer satisfaction at Bambu Ungu Resto.

LITERATURE REVIEW

Customer Behavior

According to Kotler & Keller (2021); Prabowo & Risal (2023), consumer behavior can be understood through the stimulus-response model, where marketing stimuli such as product, price, promotion, and distribution will influence consumers after going through an internal process of need recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior. With this model, companies can identify at which stage consumers are most likely to be influenced by a particular marketing strategy. Consumer behavior is the mental and physical activities carried out by household customers (final consumers) and business customers that result in decisions to pay for, purchase and use certain products and services (Rahmad, 2024). In the digital age, consumer behavior has undergone a significant transformation. Consumers are now more actively seeking information online, quickly comparing various options, and are more influenced by online reviews and digital word of mouth (Prabowo et al., 2025; Udodiugwu et al., 2023).

Customer Satisfaction

Satisfaction becomes broader if the assessment is determined by perceptions of service quality, product quality, price, situational factors and personal factors (Singh et al., 2023; Naini et al., 2022). Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing a product's perceived performance with their expectations. If performance meets or exceeds expectations, consumers will be satisfied; if it falls short of expectations, consumers will be disappointed (Kotler & Keller, 2021). Customer satisfaction isn't something that emerges suddenly, but rather the result of a series of experiences consumers experience when interacting with a product or service. In service industries like restaurants, customer satisfaction isn't solely determined by the taste of the food, but also includes the quality of service, ambiance, speed of service, and even interactions with staff. According to Manyanga et al (2021); Cahaya et al (2023), there are several indicators of consumer satisfaction, including the quality of the product produced, the quality of the service provided, the price of the product, the ease of accessing the product and how to advertise the product.

Price Perception

According to Feng et al (2022); Ekasari et al (2024), price perception is a crucial factor for consumers in making purchasing decisions. Price is a key influence on consumer reactions to a product. Therefore, price perception is a key factor in consumer decision-making. Price perception is how consumers perceive the fairness of the price set for a product or service. Price perception is closely related to the concept of value for money. Consumers don't always choose the lowest price; they seek a balance between quality and cost. In many cases, positive price perceptions are closely linked to customer satisfaction. Consumers who perceive the price as commensurate with the benefits are more satisfied and likely to be loyal. Conversely, if prices are perceived as too high, consumers may be reluctant to return, even if the food and service quality is relatively good. According to Ferdiansyah et al (2025); Sibarani & Silitonga (2025) there are 4 price indicators, namely price affordability, price suitability with product quality, price competitiveness, price suitability with benefits.

Word of Mouth

According to Maiberger et al (2024); Purnomio (2024), word of mouth (WOM) or word of mouth communication is a communication process in the form of providing recommendations to individuals or groups about a product or service. According to Kotler & Armstrong (2021), word of mouth is personal communication about a product between a target buyer and their neighbors, friends, family members, and other people they know. Information obtained through word of mouth is clearer and easier for consumers to understand because the message comes directly from someone with experience. Word of Mouth is the act of providing information by one consumer to another consumer (Sutriani et al, 2024; Dewi et al., 2022). Word of mouth (WOM) is one of the oldest and most influential forms of marketing communication in influencing consumer behavior. Unlike advertising or promotions conducted formally by companies, WOM occurs naturally when consumers share experiences, opinions, and recommendations with others. According to Jasin (2022); Mukti & Isa (2024), word of mouth is a marketing effort

that encourages consumers to do the following: Talking about, promoting, recommending, and selling products to others.

Customer Experience

According to Chauhan et al (2022); Buhalis et al (2023), understanding customer experience can be defined as the consumer's interpretation of their overall interaction with a brand. The ultimate goal of implementing this concept is to create positive relationships with consumers and build their loyalty. Customer Experience (CX) is the overall experience consumers experience when interacting with a product or service, from before, during, and after a purchase. Customer experiences are often subjective and influenced by initial expectations. Customers with high expectations will be more critical in their evaluations, while those with modest expectations may be satisfied with standard service (Felix & Rembulan, 2023; Rahman et al., 2022). Therefore, restaurant management needs to understand their target market and develop customer experience strategies that align with their expectations. Important elements in the consumer experience include ease of access, personal service, restaurant atmosphere, menu innovation, and attention to small details. According to Kumar et al (2022); Kim & So (2022), customer experience has several indicators, namely sense (experiences related to the five human senses such as smell, sight, hearing, taste, and touch), feel (experiences related to emotions within the customer), and experiences related to the customer's creative thinking about a brand or company).

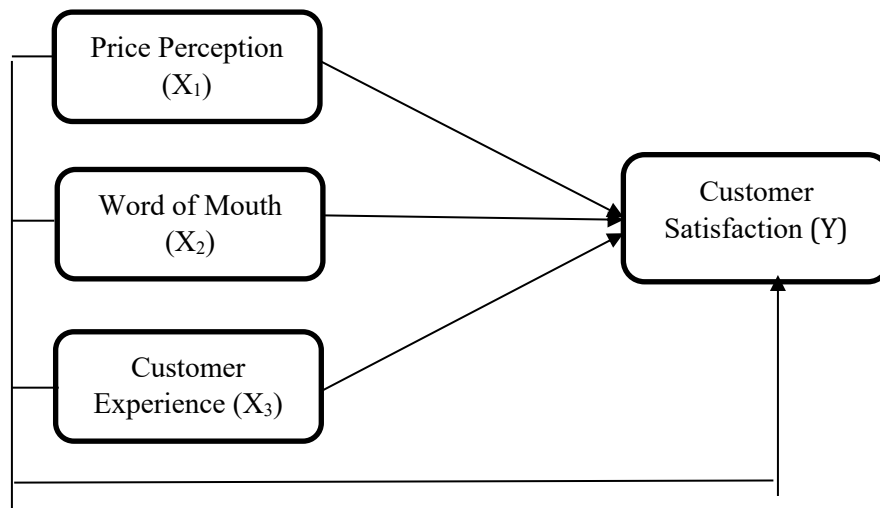


Figure 1. Conceptual Framework

Source: Researcher (2026)

The research hypotheses are:

1. H1: Price perception has a partial positive and significant effect on customer satisfaction at Bambu Ungu Resto.
2. H2: Word of mouth has a partial positive and significant effect on customer satisfaction at Bambu Ungu Resto.
3. H3: Customer experience has a partial positive and significant effect on customer satisfaction at Bambu Ungu Resto.
4. H4: Price perception, word of mouth, and customer experience simultaneously have a positive and significant effect on customer satisfaction at Bambu Ungu Resto.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted at Bambu Ungu Resto, located at Jl. Marelan I, Terjun, Medan Marelan District, Medan City, North Sumatra 20256. The study was conducted from April 2025 to October 2025. The analysis tool used SPSS version 25 software. The population of this study was consumers who had visited and purchased various menu items at Bambu Ungu Resto, an unknown number. The sampling method used was a non-probability sampling technique. Using purposive sampling, the criteria were:

1. Respondents were at least 17 years old.
2. Respondents had previously purchased from Bambu Ungu Resto.
3. Respondents had visited at least once.

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To determine the sample size with an unknown population, the researcher used the Lameshow formula, resulting in a sample size of 120 respondents. The questionnaire was distributed using a Google Form.

RESULTS AND DISCUSSION

Results

Description of Respondent Characteristics

Table 1. Description of Respondent Characteristics

Gender	Number of People	Percentage	Total
Man	54	44,6%	120
Woman	66	55,4%	
Age	Number of People	Percentage	Total
<20 years old	12	10%	120
21-25 years old	60	50%	
26-30 years old	26	21,7%	
Worker	Number of People	Percentage	Total
Employees	82	68%	120
Students	36	30%	
Others	2	2%	

Sources: SPSS versi 25 (2025)

Based on gender, women are more dominant than men. Male respondents were 54 respondents with a percentage of 44.6%, then in the female type there were 66 consumers with a percentage of 55.4%. In the age range of 21-25 years there were 60 people (50.0%), followed by 26-30 years old as many as 26 people (21.7%), over 30 years old as many as 22 people (18.3%), and under 20 years old as many as 12 people (10.0%). Based on the most dominant profession, namely Employees. Employees totaled 82 consumers with a percentage of 68%, then Students followed by 36 consumers with a percentage of 30%, then in other professions as many as 2 consumers with a percentage of 2%.

Validity and Reliability Test

Table 2. Validity Test Results Customer Satisfaction, Price Perception, Word of Mouth, Customer Experience

Statement Items	r-count	r-table	Description
CS1	0,812	0,179	Valid
CS2	0,789	0,179	Valid
CS3	0,782	0,179	Valid
CS4	0,780	0,179	Valid
CS5	0,754	0,179	Valid
CS6	0,842	0,179	Valid
CS7	0,402	0,179	Valid
CS8	0,333	0,179	Valid
CS9	0,402	0,179	Valid
CS10	0,316	0,179	Valid
CS11	0,228	0,179	Valid
CS12	0,456	0,179	Valid
CS13	0,555	0,179	Valid
CS14	0,402	0,179	Valid
CS15	0,787	0,179	Valid
PP1	0,790	0,179	Valid
PP2	0,834	0,179	Valid
PP3	0,741	0,179	Valid

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Statement Items	r-count	r-table	Description
PP4	0,813	0,179	Valid
PP5	0,688	0,179	Valid
PP6	0,681	0,179	Valid
PP7	0,560	0,179	Valid
PP8	0,681	0,179	Valid
PP9	0,777	0,179	Valid
PP10	0,453	0,179	Valid
PP11	0,523	0,179	Valid
PP12	0,833	0,179	Valid
WOM1	0,909	0,179	Valid
WOM2	0,929	0,179	Valid
WOM3	0,763	0,179	Valid
WOM4	0,871	0,179	Valid
WOM5	0,747	0,179	Valid
WOM6	0,921	0,179	Valid
WOM7	0,232	0,179	Valid
WOM8	0,448	0,179	Valid
WOM9	0,567	0,179	Valid
WOM10	0,890	0,179	Valid
CE1	0,562	0,179	Valid
CE2	0,800	0,179	Valid
CE3	0,300	0,179	Valid
CE4	0,800	0,179	Valid
CE5	0,521	0,179	Valid
CE6	0,800	0,179	Valid
CE7	0,789	0,179	Valid
CE8	0,989	0,179	Valid
CE9	0,777	0,179	Valid

Sources: SPSS versi 25 (2025)

Based on Figure 2, the results of the validity test above show that all statement items are $> r$ table 1.179, so they are hereby declared valid/legitimate.

Table 3. Reliability Test Results Customer Satisfaction, Price Perception, Word of Mouth, Customer Experience

Variabel	Cronbach Alpha	Provision	Description
Price Perception	0,777	0,70	Reliable
Word of Mouth	0,807	0,70	Reliable
Customer Experience	0,753	0,70	Reliable
Customer Satisfaction	0,751	0,70	Reliable

Sources: SPSS versi 25 (2025)

It is known that the Cronbach's alpha value for all research variables of price perception, word of mouth, customer experience, and consumer satisfaction is > 0.70 , so it can be said that the results of the reliability test for all variables are reliable.

Table 4. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	120
Mean	0.0000000
Std. Deviation	4.01679397
Absolute	0.069
Positive	0.069
Negative	-0.066
Test Statistic	0.069
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2025)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	12.550	4.278	-	2.933	0.004	-	-
Price Perception	-0.050	0.081	-	-	0.537	0.946	1.057
Word of Mouth	0.467	0.092	0.369	5.073	0.000	0.940	1.064
Customer Experience	0.715	0.116	0.456	6.154	0.000	0.907	1.102

Sources: SPSS versi 25 (2025)

It is known that the results of the multicollinearity test for the leadership style and employee loyalty variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 6. Multiple Linear Tgression Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	12.550	4.278	-	2.933	0.004	-	-
Price Perception	-0.050	0.081	-0.045	-0.619	0.537	0.946	1.057
Word of Mouth	0.467	0.092	0.369	5.073	0.000	0.940	1.064
Customer Experience	0.715	0.116	0.456	6.154	0.000	0.907	1.102

Sources: SPSS versi 25 (2025)

1. Constant (12,550), This means that if the variables Price Perception, Word of Mouth, and Customer Experience are zero, the consumer satisfaction level remains at 12,550.
2. Price Perception (X1) → B = -0.050, Sig = 0.537 (> 0.05), a negative coefficient (-0.050) indicates that every one-unit increase in price perception decreases consumer satisfaction by 0.050.
3. Word of Mouth (X2) → B = 0.467, Sig = 0.000 (< 0.05), a positive coefficient (0.467) means that every one-unit increase in Word of Mouth increases consumer satisfaction by 0.467.
4. Customer Experience (X3) → B = 0.715, Sig = 0.000 (< 0.05), a positive coefficient (0.715) indicates that every one-unit increase in customer experience increases consumer satisfaction by 0.715.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	12.550	4.278	-	2.933	0.004
Price Perception	-0.050	0.081	-0.045	-0.619	0.537
Word of Mouth	0.467	0.092	0.369	5.073	0.000
Customer Experience	0.715	0.116	0.456	6.154	0.000

Sources: SPSS versi 25 (2025)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Effect of Price Perception (X1) on Consumer Satisfaction (Y), The price perception variable (X1) obtained a calculated t-value of -0.619 with a significance value (Sig.) of $0.537 > 0.05$. This indicates that price perception does not significantly influence consumer satisfaction. Therefore, the hypothesis stating that price perception influences consumer satisfaction is rejected.
2. The Effect of Word of Mouth (X2) on Consumer Satisfaction (Y), The word of mouth variable (X2) obtained a calculated t-value of 5.073 with a significance value (Sig.) of $0.000 < 0.05$. This indicates that word of mouth has a positive and significant effect on consumer satisfaction. Therefore, the hypothesis stating that word of mouth influences consumer satisfaction is accepted.
3. The Effect of Customer Experience (X3) on Consumer Satisfaction (Y), The customer experience variable (X3) obtained a t-value of 6.154 with a significance value (Sig.) of $0.000 < 0.05$. This indicates that customer experience has a positive and significant effect on consumer satisfaction. The hypothesis that customer experience influences consumer satisfaction is accepted.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1409.445	3	469.815	28.384	0.000
Residual	1920.021	116	16.552	-	-
Total	3329.467	119	-	-	-

Sources: SPSS versi 25 (2025)

Based on the above, the calculated F value is 28.384 with a significance value (Sig.) of $0.000 < 0.05$. Meanwhile, the F table at $df = (k = 3; n - k - 1 = 116)$ with $\alpha = 0.05$ is around 2.45. Because the calculated F (28.384) $> F$ table (2.45) and the significance value < 0.05 , it can be concluded that the regression model used is feasible and the independent variables consisting of price perception (X1), word of mouth (X2), and customer experience (X3) simultaneously have a significant effect on consumer satisfaction (Y).

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.651	0.423	0.408	4.068

Sources: SPSS versi 25 (2025)

Based on the results of the coefficient of determination test shown in Table 4.21, the Adjusted R Square value was 0.408. This value indicates that the independent variables consisting of price perception, word of mouth, and customer experience were able to explain the variation of the dependent variable, namely consumer satisfaction, by 40.8%.

Discussion

The Influence of Price Perception on Consumer Satisfaction

The results of the study indicate that price perception has no effect on consumers at the Bambu Ungu Restaurant. The calculated t-value for price perception is $-0.619 < t\text{-table } 1.980$ ($n-k = 120-4 = 116$ at $0.05/5\%$), and the significance level is $0.537 > 0.05$, so H_0 is accepted and H_a is rejected. Price is the amount of money consumers must pay to obtain a product or service. In business, price is a crucial factor influencing product marketing. Price is always a primary concern for consumers when searching for a product. Price can also be interpreted as all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product (Kodu, 2020). This is not in line with the results of research conducted by (Aditya Putra Nugroho, Reza Irawan, 2025) and (Nunuk Dwi Garwanti Endang Palupi, M. Ardy Dzaky Amundia, 2025) which stated that price has a positive and significant effect on customer satisfaction.

The Influence of Word of Mouth on Consumer Satisfaction

The results of the study show that word of mouth has a positive and significant effect on consumer satisfaction. The t-value of word of mouth is $5.073 > t\text{-table } 1.980$ ($n-k = 120-4 = 116$ at $0.05/5\%$) and the significance is $0.000 < 0.05$, so H_a is accepted and H_0 is rejected. Word of Mouth (WOM) is a good or bad statement written by regular consumers or former consumers about a product or service through internet media. Word of Mouth is marketing that uses internet media to create a word of mouth effect to support marketing efforts and goals (Kotler & Keller, 2021).

This is in line with the results of research conducted by (Mariana, Maiza Duana, Fikri Faidul Jihad, Marniati, Yulizar 2025) and (Muhammad Bagas Handoko, Ika Indriasari, 2025) which states that word of mouth has a positive and significant effect on consumer satisfaction.

The Influence of Customer Experience on Consumer Satisfaction

The results of the study indicate that Customer Experience has a positive and significant effect on consumer satisfaction. The t-value of word of mouth is $6.154 > t\text{-table } 1.980$ ($n-k = 120-4 = 116$ at $0.05/5\%$) and the significance is $0.000 < 0.05$, so H_a is accepted and H_o is rejected. Customer experience is a crucial element in a company's marketing strategy. Experience is the key to winning over consumers (Prabowo et al., 2025). This is in line with research conducted by Indah Handaruwati (2025) and Annisa Safitri, Fatimatu Zahroh, and Rafi Naufalindo (2025), which found that customer experience influences customer satisfaction.

The Influence of Price Perception, Word of Mouth, and Customer Experience on Consumer Satisfaction

The results of the study indicate that price perception, word of mouth, and customer experience influence customer satisfaction. The F-test yielded an F-count of $28.384 > F\text{-table of } 2.45$ ($n-k-1$ at $k = 120-4-1 = 115$ at 4) and a significance level of < 0.05 . Therefore, H_a is accepted and H_o is rejected. This means that price perception, word of mouth, and customer experience influence customer satisfaction. Therefore, the previous hypothesis (H_4) is accepted. Customer satisfaction is crucial in the business world, and one of the businesses discussed in this study is the culinary business. The culinary business is a rapidly growing business because food is a basic human need that must be met. Therefore, if eating and drinking remain a top priority, the culinary business will continue to grow (Mulyana, 2021).

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Price perception (X1) does not significantly influence consumer satisfaction (Y) at Bambu Ungu Resto. This is evidenced by a t-value of -0.619 with a significance level of $0.537 > 0.05$. This means that the hypothesis stating that price perception influences consumer satisfaction is rejected.
2. Word of mouth (X2) has a positive and significant influence on consumer satisfaction (Y) at Bambu Ungu Resto. This is evidenced by a t-value of 5.073 with a significance level of $0.000 < 0.05$. Therefore, the hypothesis stating that word of mouth influences consumer satisfaction is accepted.
3. Customer experience (X3) has a positive and significant influence on consumer satisfaction (Y) at Bambu Ungu Resto. This is evidenced by a t-value of 6.154 with a significance level of $0.000 < 0.05$. Therefore, the hypothesis stating that customer experience influences consumer satisfaction is accepted.
4. Simultaneously, price perception (X1), word of mouth (X2), and customer experience (X3) have a positive and significant effect on consumer satisfaction (Y) at Bambu Ungu Resto. This indicates that the combination of these three independent variables can collectively explain variations in customer satisfaction.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Based on the lowest mean value for the customer satisfaction variable, namely 3.06 (the service provided by the Bambu Ungu Resto staff is very friendly and polite), Bambu Ungu Resto is recommended to further improve the quality of its staff service to meet customer expectations. Special training on service ethics, friendly communication, and a proactive attitude in assisting customers is essential.
2. The research findings indicate that word of mouth has a dominant influence on customer satisfaction. Therefore, this research can serve as a reference for companies to pay attention to service performance to consistently excel compared to competitors, and to more actively promote Bambu Ungu Resto through electronic media and mass media.
3. Customer experience has been proven to be a strong factor influencing customer satisfaction. Therefore, Bambu Ungu Resto should pay attention to service details, from the comfort of the venue, speed of service, quality of food taste, and the restaurant's atmosphere. Regular employee training on service excellence and the use of technology such as an online reservation system can also enhance the customer experience.
4. Although price perception does not significantly impact customer satisfaction, Bambu Ungu Resto still needs to periodically evaluate its pricing structure to remain competitive and align with customer perceived value. Pricing transparency through a clear menu, value-package promotions, and good communication regarding

ingredient quality and portion sizes will help customers feel more confident and confident in the prices offered.

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