

WORD OF MOUTH INTENTION TOWARD ENTREPRENEURIAL RESTAURANT IN SHOPPING MALL CENTER SURABAYA

Liza Agustina Maureen Nelloh¹⁾, Carolina Chandra²⁾

¹⁾*Podomoro University, Jakarta*

²⁾*Universitas Pelita Harapan, Surabaya*

¹⁾e-mail: liza.nelloh@podomorouniversity.ac.id

ABSTRACT

Shopping mall center as the strategic place to earn profit attracts young entrepreneurs to create new restaurants as their businesses in Surabaya nowadays. The research purposes to see the effectiveness of building a new venture in the shopping mall through a test of about word of mouth intention with its antecedents (customer satisfaction, perceived price, service quality, and food quality). To test the hypothesis, the researchers use PLS (Partial Least Square). The result of this research indicate that only perceived price and service quality have significant and positive effect on customer satisfaction, thus food quality has no significant effect on customer satisfaction. Moreover, customer satisfaction has significant and positive effect on word of mouth intention toward the restaurant. Managerial implications of this study will emphasize young entrepreneurs to increase the menu, the taste and the variation of the food to improve food quality of his or her new restaurants in shopping mall center.

Keywords: *word of mouth intention, customer satisfaction, perceived price, service quality, and food quality*

1. Introduction

Food and beverages subsector for creative industries in Indonesia increasingly growth nowadays. BPS recorded that up to 2013, this subsector holds 33% on Gross Value Added (GVA) compared to other sectors. This means that many young entrepreneurs choose food and beverages industry as their business in Indonesia. This industry is also increased in Surabaya as the second largest city in Indonesia. As the official government statistics (BPS Jatim, 2012) stated that food and beverages contributed 7.34% of the GDP. Thus, the official website of government in Surabaya (Dinas Kebudayaan dan Pariwisata Kota Surabaya) stated that there are more than 2,000 restaurants existed in Surabaya and its own 20% of growth per year. As the increasing number of percentages of food and beverages in Surabaya, many young entrepreneurs must choose the strategic place to market their business.

Berman and Evans (2012) argue that there are three types of strategic locations such as isolated store, planned business center, and unplanned business district. The most expensive investment among those three is called planned business center. It is including supermall, superblock and others expensive area of business. However, there are some advantages for entrepreneurs in choosing this site as their business such as well-rounded assortments, strong suburban population, one-stop, family shopping, cost sharing, transportation access and Pedestrian traffic (Berman and Evans, 2012). Those advantages would be beneficial for young entrepreneurs for increasing profit and sustainability for the business especially a restaurant business. While other restaurants can also site its location in other places, but this study will specifically see the benefit of the shopping mall center location.

Some studies about entrepreneurial restaurants conducted in several countries in the specific planned business district especially in shopping mall center location. Tat, Seng, Tho, Amran, & Bakar (2011) examined 380 students for service quality dimensions, satisfaction and intention in fast food restaurants (FFRs) in Malaysia. This study found that service quality and customer satisfaction can lead to purchase intention toward FFRs. Thus, Sulaiman and Haron (2013) concluded that food quality will lead to customer satisfaction and behavioral intention toward casual dining restaurant. In Jakarta, Canny (2014) investigated dining experience attributes (service quality, food quality and physical environment) positively influence on customer satisfaction and behavioral intention. Those studies concluded that behavioral intention will be effected by some antecedents such as service quality, food quality and customer satisfaction. Thus, price as one of the determinant factor was rare to be compared with dining experience and its impact on behavioral intention.

The significance of behavioral intention will lead to sustainability of a tourism and hospitality industries (Ryu and Han, 2010). This study thus is conducted to predict the sustainability of entrepreneurial restaurant which is located at shopping mall in Surabaya. Hence, the authors want to see the effectiveness of building new venture in the shopping mall center especially in Surabaya. This study will show the results of a survey conducted on customers at two well-known restaurants in a famous Shopping Mall Center in West Surabaya. The goal is to gather evidence related to the word of mouth intention and its antecedents such as customer satisfaction, service quality, food quality, and perceived price. This study will be beneficial for the sustainability of entrepreneurial restaurants especially at the shopping mall center location.

2. Literature Review and Hypothesis Development

In this section, the authors will identify some key concepts such as perceived price, service quality, food quality, customer satisfaction, and word of mouth intention. How it will correlate will be considered in this point of view.

2.1 Perceived Price

The term of price is broadly examined for the past decades. Pesaran and Weale (2006) stated that it is important to know what particular measure of current price dynamics customers have on mind expressing opinions on expected price developments. In other words, price is quite important to customer to know the price of a product or services so that they can decide to buy or not to buy the product. Kotler (2003) identified price as the amount of money charged for a product or service." Broadly, price is the total amount that being exchange by the customer to obtain a benefit of the product or service owning. So, when the customers decided to buy a product, they put trust on the product in which they will get the specific returns according to the expectation. Price is a factor that can influence customers to purchase products or services that is desired (Ferdinand, 2000).

Furthermore, Ferdinand stated that customers would see the first price listed on a product, because before buying consumers are thinking about saving the system right. In addition, customers could make any judgment about the prices offered if it has compatibility with the products purchased. Thus, Schiffman and Kanuk (2010) identified three indicators of perceived price such as customers' perception of price listings, Reference prices, thus tensile and objective price claims of a products or services. The questions of each of the indicators in this study would be seen at the Appendix section.

Perceived price as the important factors of decision making process has also been studied for almost several decades in determining customer satisfaction. Malik and Iqbal (2012) argued that if price will be high, the satisfaction with price will be high. It means that if the price of a product is high than the satisfaction will be higher as well. In other words, the price determined customer satisfaction, so as the settlement of price; the management should be carefully in setting the price for products and services offered. Thus, those statements reinforced by the study of Matzler, Wurtele, & Renzl (2006) stated that if there are no hidden costs and if prices do not change unexpectedly customers will perceive high price reliability. The study of Kaura (2012) indicates the same thing, in such perceived price fairness increases and predicts customer satisfaction in Banking Industry of India. So, it is clearly defined that fairness in perceived price will caused the customer satisfaction. Hence, the first hypothesis would be conducted such as:

H1: Perceived price is significantly and positively effect on customer satisfaction

2.2. Service Quality

Service quality is a well-known term in marketing or entrepreneurship research areas. Parasuraman and Berry (1988) as cited by Nelloh and Liem (2011) identified Service quality (SERVQUAL) as a multi-item scale developed to assess customer perceptions of service quality in service and retail businesses. The scale decomposes the notion of service quality into five constructs as follows:

- Tangibles: physical facilities, equipment, staff appearance, etc.
- Reliability : ability to perform service dependably and accurately
- Responsiveness : willingness to help and respond to customer need

- Assurance: ability of staff to inspire confidence and trust
- Empathy : the extent to which caring individualized service is given

In hospitality and tourism industries, SERVQUAL is also associated with many studies. For instance, Bei and Chiao (2001) identified that perceived service quality is positively influence on customer satisfaction in some service industries. Abdullah and Rozario (2009) indicated that service quality is the main predictor of customer satisfaction than product quality in the hotel industry. Sulaiman and Haron (2011) also indicate that service quality in Casual Dining Restaurant in Malaysia showed a positive relationship toward customer satisfaction. Canny (2012) also indicate that in Casual Dining Restaurant in Jakarta customer satisfaction and has a positive influence on customer satisfaction. Thus, the study of Petzer and Mackay (2014) hence resulting a positive relationship of service quality of South-African sit-down restaurant. It is concluded that the higher the service quality offered, the more customer satisfaction in hospitality and tourism industry. Furthermore, based on those studies result, it is purposed a second hypothesis as follows:

H2: Service quality is significantly and positively effect on customer satisfaction

2.3. Food Quality

The term of food quality derives from the general term of product quality. Product quality is the ability to demonstrate a product in its function, it includes the overall durability, reliability, accuracy, ease of operation and repair products are also other product attributes (Kotler and Armstrong, 2004). Thus, Kotler (2003) states that the product quality is the characteristic of a product or service that relies on its ability to satisfy customers' needs are expressed or implied. It is

concluded that product quality will be good in the customers' perception if its demonstrated a good function, durable, reliable, accuracy that meet customers' need.

Food quality was simply defined as being appropriate to consumption (Haghighi, Dorosti, Rahmana, & Hoseinpur, 2014; Canny, 2014). Those statements argue that the food quality should meet its function to meet customers' need especially in dining restaurant. To measure food quality Peri (2006) conducted four indicators such as taste, visually, temperature, and freshness. Many studies in hospitality and tourism industries conducted to test the food quality influences. As stated earlier, Canny (2014) identified that dining experiences (food quality, service quality and physical environments) has positively influence customer satisfaction in casual dining restaurant in Jakarta. Thus, Sulaiman and Haron (2011) found that food quality is also positively influence on customer satisfaction. From those studies, it is concluded that if the food quality of the restaurant is high on customers' perception then customer would satisfy with the food offered. Hence, those explanations purpose a hypothesis as follows:

H3: Service quality is significantly and positively effect on customer satisfaction

2.4. Customer Satisfaction and Word of Mouth Intention

Customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler, 2003). Customer satisfaction is also believed has been studies for the past decades in many researches areas. Schiffman and Kanuk (2010) identified that customer satisfaction leads to customer loyalty hence the survival of the firm. Customer satisfaction is deemed

as determinant of post-purchase attitude and reflects as a positive or negative outcome, which derived from consumer personal experience (Canny, 2014).

WOM, or "buzz", involves informal communication among consumers about products, services and firms (Liu, 2006). Thus, Mikalef, Michail, and Pateli (2013) argues that Being familiar with a product and aware of recent product trends also leads to relatively high levels of word-of-mouth activity. Hence these statements conclude that there is a familiarity between word of mouth activity and intention. Behavioral intention according to Canny (2014) including stay positive about the restaurant, recommending the restaurant to others and tend to re-visit the restaurant. As in the original theory of reasoned action, a central factor in the theory of planned behavior is the individual's intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior (Ajzen, 1991). Thus, the word of mouth intention can be defined as the intention of customers to share information with peers, family, and relatives about products or services which they find relevant or interesting and meet their expectations (Mikalef et. al, 2013; Brown and Lee, 2007; Hennig-Thurau, Gwinnner, Walsh, & Gremler, 2004).

The relationship between customer satisfaction and word of mouth intention has been identified in many studies. Canny (2014) found that customer satisfaction in casual dining restaurant is positively influence behavioral intention (word of mouth included). Thus, Sulaiman and Haron (2013) is also defined the same thing that posted a positive relationship between customer satisfaction and future behavioral

intention. Ryu and Han (2010) concluded that customer satisfaction has proven to be a predictor of word of mouth activity. Anwar and Gulzar (2011) also indicates that customer satisfaction positively influence word of mouth endorser and as the mediating effect between perceived value and repurchase intention. Those explanations purposed the last hypothesis as follows:

H4: Customer satisfaction is significantly and positively effect on word of mouth intention.

3. Research Method

In order to the hypothesis proposes, this study conducted a cross-sectional survey study. Primary data was collected by questionnaire distributions to customers of two well-known restaurants representing entrepreneurial restaurants ata famous shopping mall center in West Surabaya. The secondary data are collected from literature reviews. Each of the items of the questionnaires was designed using a 5-point Likert Scale. A convenience technique of sample distribution was applied in this study. The authors also convinced that each of the questionnaires from previous studies literatures. It was distributed to 205 customers and it returned for 149 questionnaires which contained 72.68% in response rate.

Furthermore, this study used Structural Equation Model (SEM) and Partial Least Square (PLS) method of its robustness against distributional constraints as compared to covariance-based analysis methods (Chin, 1998). Thus, PLS also a useful tool for estimating the measurement model of latent constructs by means of linear combinations of their empirical indicators and the structural models between constructs, then, PLS has flexible assumptions for a sample distribution, the smaller sample size required for model

estimation is the crucial advantage of PLS when only a relatively small sample size is available (Chin, Marcolin, & Newsted 2003; Nelloh & Jiewanto, 2012). Thus, PLS accounts for measurement error and should provide more accurate estimates of interaction effects such as mediation (Chin 1998, Nelloh & Jiewanto, 2012).

4. Results and Discussion

4.1. Respondents' Profile

The respondents' profile in this study would be kindly seen in Table 1. Table 1 represented the gender, the ages, occupations, monthly income and monthly visit. The table reports the respondents in this study are more males (55%) than females (45%).

The respondents also dominated for young customers (17-21=45%) and students (46%) and average three to five millions per month of income (36%). Thus this study confirmed the highly repeated customers that could be seen on monthly frequencies visits which is more than ten times a month (73%).

4.1. Descriptive Statistics

The results of the descriptive statistics for each variable are provided in Table 2. The table shows that all the variables tested in this study indicates the mean which is above 3.00 and standard deviation consisting didn't equal to 2. It means mostly the respondents agree with all of the questions as the indicators of all the variables tested.

From Table 2, it is concluded that customers' perception are preferred on service quality (mean: 3.32; SD: 1.04). Thus, it is followed by word of mouth intention (mean: 3.27; SD: 1.09) and perceived price (mean: 3.25; SD: 1.01). The customers' perceptions are relatively low on food quality (mean: 3.22; SD: 1.13) and customer satisfaction (mean: 3.20; SD: 1.08).

Table 1. Respondents' Profile

Characteristics	Total	Percentages
		Sample=149
<i>Gender</i>		
Male	82	55%
Female	67	45%
<i>Age</i>		
17-21	67	45%
22-26	37	25%
27-31	19	13%
above 31	26	17%
<i>Occupation</i>		
Students	69	46%
Employees	35	23%
Gov. employees	26	17%
Entrepreneur	14	9%
Others	5	3%
<i>Monthly income</i>		
< 1 million	14	9%
1 million- 3 million	49	33%
3 million - 5 million	54	36%
> 5 million	32	21%
<i>Monthly Frequencies</i>		
< 3 visited	2	1%
3-10 visited	38	26%
> 10 visited	109	73%

Table 2. Descriptive Statistics

Variables	Actual Score		Mean	Std. Deviation
	Min	Max		
Perceived price	1	5	3.250559	1.014595
Service quality	1	5	3.321232	1.048969
Food quality	1	5	3.224832	1.130133
Customer satisfaction	1	5	3.201342	1.081052
Word of mouth				
Intention	1	5	3.270694	1.095624

Table 3. Validity and Reliability Test

Variables	Indicators	Standardized loading factor	T-statistics	Internal Composite Reliability (ICR)	Average Variance Extracted (AVE)
Perceived price	pp1	0.8236	18.9145	0.901	0.7524
(Schiffman and Kanuk, 2010)	pp2	0.9099	54.3392		
Service Quality (Parasuraman & Berry 1988) Nelloh& Liem, 2012)	pp3	0.8666	28.9928	0.9583	0.5138
	sq1	0.6552	9.6304		
	sq2	0.7255	15.6697		
	sq3	0.8064	22.7238		
	sq4	0.733	13.7108		
	sq5	0.8327	27.2103		
	sq6	0.5508	6.7797		
	sq7	0.7208	14.5768		
	sq8	0.7012	11.9087		
	sq9	0.719	13.974		
	sq10	0.8043	22.6332		
	sq11	0.7242	14.3426		
	sq12	0.81	25.5194		
	sq13	0.7139	12.9934		
	sq14	0.5919	8.7416		
	sq15	0.7273	11.6988		
	sq16	0.7373	13.9214		
	sq17	0.5526	6.4756		
	sq18	0.7176	12.2072		
	sq19	0.7381	15.1351		
	sq20	0.732	13.3003		
	sq21	0.7958	20.3698		
	sq22	0.5832	8.1963		
Food quality	fq1	0.8795	29.7347	0.8894	0.6697
(Peri, 2006; Canny, 2014)	fq2	0.8985	38.368		
	fq3	0.7589	9.5598		
	fq4	0.7225	8.9974		
Customer Satisfaction (Canny, 2004)	sat1	0.8577	27.3677	0.8861	0.7218
	sat2	0.8545	31.2069		
	sat3	0.8363	22.0054		
Word of mouth Intention	wom1	0.9103	50.8399	0.9073	0.7657
(Mikalef et. al, 2013; Brown and Lee, 2007; Hennig-Thurau et al, 2004)	wom2	0.8842	35.3791		
	wom3	0.8286	18.7894		

4.2. Validity and Reliability Testing

Table 3 represents the test of validity and reliability as the requirements of PLS (Partial Least Square) analysis. the validity and reliability were tested by PLS through the measurement model (outer model). The measurement model was evaluated by examining the individual loadings of each item, internal composite reliability (ICR), average variance extracted (AVE) and discriminant validity through cross loading (Chin, 1998; Roostika, 2011). Thus, The PLS analysis produces composite reliability measure which is similar to Cronbach's alpha, but preferred in structural equations modeling because it estimates consistency on the basis of actual measurement loadings. The internal consistency values should exceed the 0.60 (White et al, 2003; Roostika, 2011).

Table 3 indicates that all of the variables fit with the requirements such as AVE that are greater than 0.5 (Chin, 1998; Ghazali, 2006) and each of the variables contains ICR which are more than 0.6 (Chin, 1998; Fornell and Lacker, 1998). Table 3 also concluded that each item has a significant t-value at the $p < 0.001$ level (t-statistics > 1.96).

Another criterion such as discriminant validity could be seen in Table 4. To test discriminant validity, it is stated that the test was assessed by measuring the construct of cross loadings. If the item measurement construct correlation is greater than the size of the other constructs, then this indicates that the latent constructs predict the size of the specified block better than any other block size (Nelloh & Jiewanto, 2012; Ghazali, 2006).

The researchers put the green blocks to identify the value of each correlation between items at the green blocks. It would be kindly seen on Table 4. Table 4 shows

the correlation between the items and its variables.

For instance, the correlation between pp1, pp2, and pp3 (perceived price) is greater than its correlation with other variables such as service quality, food quality, customer satisfaction and word of mouth intention. As well as sq1, sq2, sq3, sq4, sq5, sq6, sq7, sq8, sq9, sq10, sq11, sq12, sq13, sq14, sq15, sq16, sq17, sq18, sq19, sq20, sq21, sq22 have greater correlation with service quality rather than perceived price, food quality, customer satisfaction and word of mouth intention.

Thus, fq1, fq2, fq3, and fq4 are also confirmed to have greater correlation with food quality rather than perceived price, service quality, customer satisfaction and word of mouth intention. The indicators of customer satisfaction reflect the same, while sat1, sat2, and sat3 have a greater correlation with customer satisfaction rather than the independent variables, and word of mouth intention. Lastly, the correlation between wom1, wom2, and wom3 are confirmed to be greater correlation with word of mouth intention compare to independent variables and other endogenous variable (customer satisfaction) to be tested in this study.

This analysis concluded that all of the criteria for measurement model or in other words reliability and validity testing in this study are fulfilled according to the statistical requirements stated earlier.

Table 4. Discriminant Validity

Indicators	SERVQUAL	Customer satisfaction	Food quality	Perceived price	WOM Intention
fq1	0.4777	0.3116	0.8795	0.4906	0.2936
fq2	0.4708	0.3345	0.8985	0.4618	0.3226
fq3	0.2303	0.1927	0.7589	0.2762	0.2452
fq4	0.259	0.2666	0.7225	0.2494	0.2733
pp1	0.5535	0.4736	0.3537	0.8236	0.4702
pp2	0.7065	0.5825	0.4465	0.9099	0.4837
pp3	0.664	0.5288	0.41	0.8666	0.4523
sat1	0.4581	0.8577	0.2894	0.5139	0.6101
sat2	0.5797	0.8545	0.2901	0.5429	0.5037
sat3	0.4514	0.8363	0.306	0.5026	0.5639
sq1	0.6552	0.4055	0.3658	0.5702	0.3736
sq10	0.8043	0.5189	0.3634	0.6137	0.3753
sq11	0.7242	0.4368	0.2385	0.5329	0.4103
sq12	0.81	0.4812	0.4111	0.5683	0.3418
sq13	0.7139	0.3911	0.3113	0.5238	0.3031
sq14	0.5919	0.3243	0.2692	0.4252	0.2815
sq15	0.7273	0.379	0.4112	0.5483	0.2751
sq16	0.7373	0.3952	0.2634	0.524	0.3817
sq17	0.5526	0.2777	0.21	0.4094	0.2223
sq18	0.7176	0.3806	0.2947	0.4652	0.3263
sq19	0.7381	0.3838	0.3664	0.4582	0.2939
sq2	0.7255	0.4242	0.3014	0.536	0.2439
sq20	0.732	0.3436	0.3428	0.5074	0.3564
sq21	0.7958	0.4861	0.4332	0.5921	0.38
sq22	0.5832	0.3417	0.2899	0.4087	0.2654
sq3	0.8064	0.4924	0.3197	0.5845	0.3902
sq4	0.733	0.3823	0.313	0.5437	0.3346
sq5	0.8327	0.4559	0.3397	0.6183	0.349
sq6	0.5508	0.2462	0.3116	0.2937	0.2501
sq7	0.7208	0.4412	0.4356	0.5759	0.3616
sq8	0.7012	0.4204	0.3031	0.5405	0.3569
sq9	0.719	0.5793	0.3221	0.6824	0.4367
wom1	0.4702	0.6464	0.4007	0.5222	0.9103
wom2	0.4365	0.5863	0.3101	0.4977	0.8842
wom3	0.3071	0.4783	0.1776	0.3796	0.8286

4.3. The Structural Model and Hypothesis

Testing

The structural model (inner model) in PLS was assessed by examining the path coefficients, t-statistics and R² value (Chin, 1988; Roostika, 2011; Nelloh & Jiewanto, 2012). Therefore, one of the purposes is to see the relationship between variables as hypothesis proposed in this study. Before that Figure 1 shows the path coefficients between variables. It showed that among three independent variables tested, perceived price has the highest coefficient toward customer satisfaction (coefficient path = 0.386). Simultaneously, service quality has path coefficient that is equal to 0.279, while food quality has the lowest path coefficient such as 0.038. Thus, customer satisfaction effects on word of mouth intention that is equal to 0.659. The PLS result showed that based on the four relationships proposed, there is one relationship in its path coefficient which is not significant. It is included food quality toward customer satisfaction (path coefficient = 0.038; t-statistics = 0.457). Those numbers indicate that the relationship between variables below the requirements such as below t-value that must greater than 1.96 (Ghozali, 2006).

The result of this study concluded that from four hypotheses purposed, three were accepted and one is rejected. The rejected hypotheses 3 about food quality toward customer satisfaction indicate that there was something wrong about the menu that has to be fixed. It would rejected the previous studies by Sulaiman and Haron (2013) indicates that a foodscape (food quality and service quality) positively effect on customer satisfaction in casual dining restaurant. Furthermore, this result rejected the study of Petzerand Mackay (2014) stated that Food quality (the taste, freshness, innovativeness, temperature, consistency, variety and healthy nature of the food) is the

most important predictor of customer satisfaction. However, this study result supported the result of the study by Abdullah and Rozario (2009) stating that food quality toward customer satisfaction is insignificant and tends to be a negative relation in a hotel industry.

Table 5. Hypothesis Results

Hypothesis	Path coefficient	T-statistics	Result
H1: Perceived price → customer	0.3863	2.6712	Supported
H2: Service quality → customer	0.2792	2.0581	Supported
H3: Food quality → customer	0.0384	0.4572	Not supported
H4: Customer satisfaction → word of mouth intention	0.6588	10.4284	Supported

It is linear with Kim, Moreo and Yeh (2004), the findings in this research indicated food quality was significantly negatively correlated with customer satisfaction in the university food court service. Many other studies outside hospitality or tourism industries found the same things. For instance, Cho, Im, Ferjemstad and Hiltz (2002) indicates product quality insignificant to customer satisfaction for E-CRM products such as low quality product, rejected product in electronics market, and dysfunction of electronic products.

Thus, the researchers believe that food quality for the entrepreneurial restaurant at the shopping mall center Surabaya should be improved into a better taste. The sustainability of a hospitality industry relies on foodscape that includes service quality, food quality, and physical evidence (Sulaiman&Haron, 2013).

Furthermore, the researchers tried to involve a simple interview for a view customers. Empirically, the customers felt the taste doesn't mean to be classified as the rotten food or stale, but they felt the menu offered should be more creative and consistent. Sometimes the food is so smooth and delicious but in other time of visit, the taste is too hot and the taste would be different.

According to the respondents' profile that shows in Table 1, it would be concluded that the respondents mostly are students who have low-middle income. Hayhoe, Leach, Turner, Bruin, & Lawrence. (2000) found out that students used credit cards to pay for auto repair, clothes, entertainment, travel, and food. As the part of consumer debts, the quality of food should be more considered to the management of these restaurants. Even though they might be classified by a middle income customers, but these students are really concerned about the food.

In contrary to unsupported hypothesis 3, there are three relationships are significant ($t > 1.96$). From Figure 2, it is concluded that perceived price is significantly and positively influence customer satisfaction (t-statistics = 2.671). Simultaneously, service quality significantly and positively influence on customer satisfaction (t-statistics = 2.058). Thus, customer satisfaction significantly and positively influence on word of mouth intention (t-statistic = 10.428).

This study result of perceived price positively and significant effect on customer satisfaction supported the study of Ryu and Han (2010) that indicates perceived price as the predictor of customer satisfaction and the relationship between food quality and customer satisfaction. It is also concluded that perceived price is an important factor of satisfaction. If the

customer felt the price is too high then the customer will have a negative perception then it could be effect on customer satisfaction in the entrepreneurial restaurant. The positive and significant effect of service quality toward customer satisfaction is supporting the study of Sulaiman and Haron (2013) that could also be indicate this purposed relationship can also be applied in entrepreneurial restaurant in Surabaya.

The positive relationship between customer satisfaction and word of mouth intention supported some previous studies in many aspects and industries. Ryu and Han (2010) for example, indicate that customer satisfaction effects on behavioral intention. Behavioral intention is believed as one of the form of behavior intention including word of mouth (Ryu & Han, 2010). Thus, as stated earlier, Anwar and Gulzar (2011) indicates that customer satisfaction positively influence word of mouth endorser and as the mediating effect between perceived value and repurchase intention. A study about satisfaction positively influences word of mouth was confirmed by Canny (2014) at the same industries. This result of this study once again confirmed that relationship between customer satisfaction and word of mouth.

Figure 1. Full Model with T-statistics

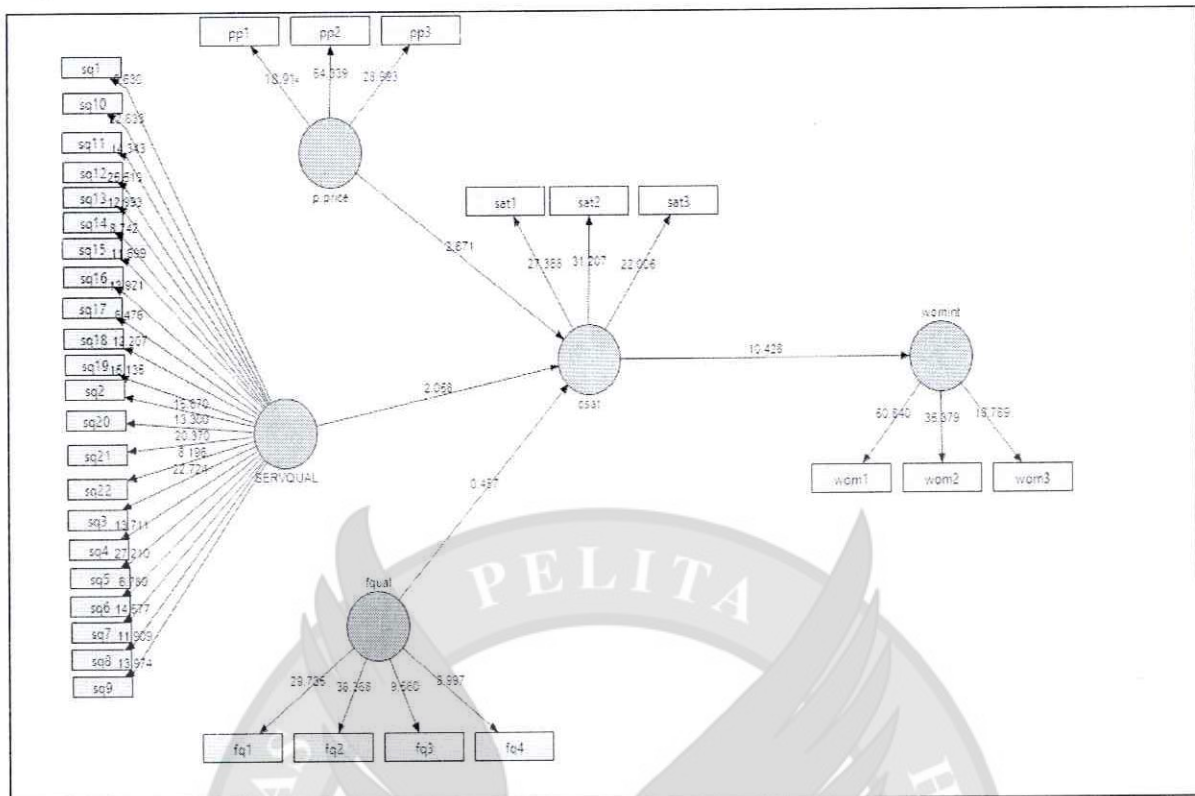
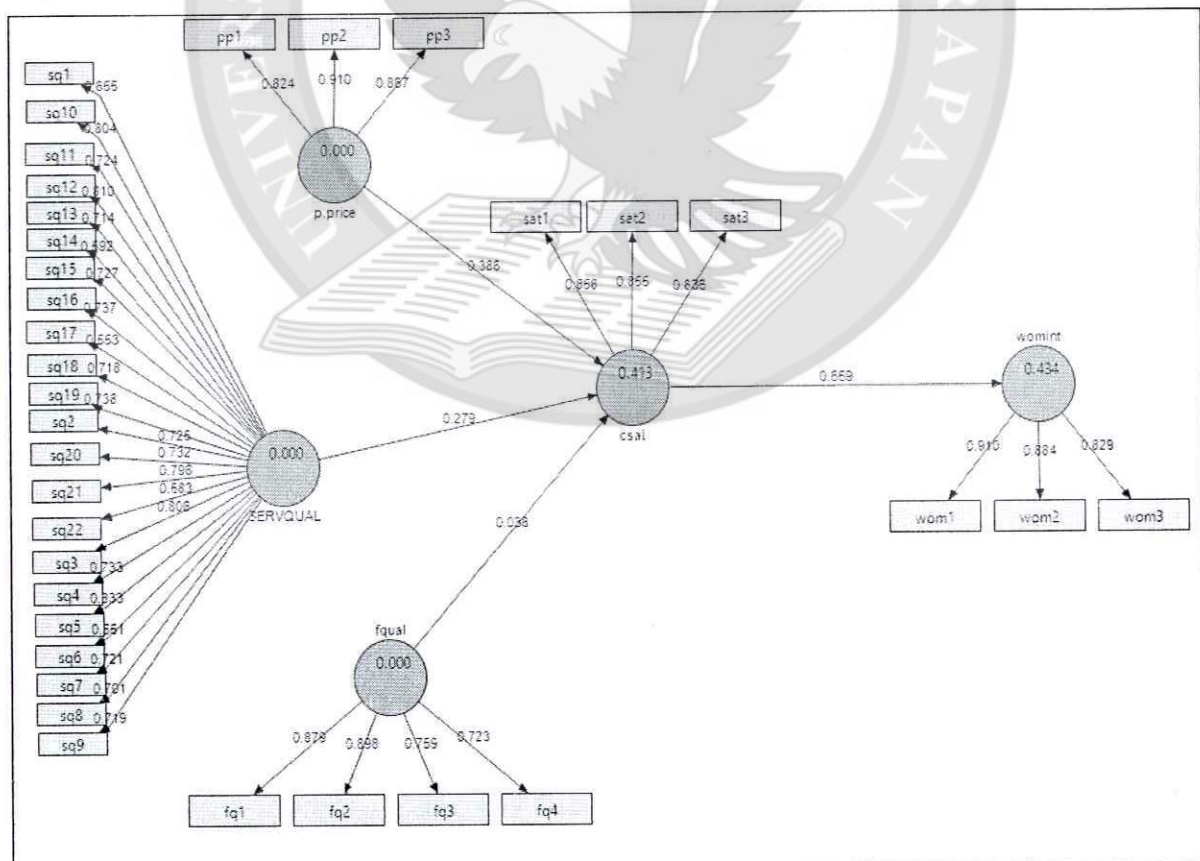


Figure 2. Full Model with Path Coefficients and R Square



In terms of R², the proposed model shows that 41.3% of the variance in customer satisfaction was explained by perceived price and service quality. There might be other variables included to explain customer satisfaction. For word of mouth intention, 43.4% would be explained by customer satisfaction. It means, there are other predictors to explain the construct of trust which is not defined in this study. The results 'summary of this explanation, would be kindly seen in Table 5, Figure 1 and Figure 2.

5. Conclusion

This study concluded that most of the customers of the restaurant satisfied and willing to recommend it to colleagues, friends, relatives, even families. Even though the customer dissatisfied with the food quality, however the researchers concluded that it could be only for a short term problems that could be fixed by the management.

Furthermore, this study also confirmed that the entrepreneurial restaurant will be more effective if it is built in Supermall or Shopping Mall Center. Hence, young entrepreneurs should consider about the food quality that served to the customers.

So, with the positive relationships of other antecedents toward customer satisfaction and word of mouth intention, this study concludes that entrepreneurial restaurants survived in Shopping Mall Center as the strategic place to serve the market. Further, it will be described theoretical implications, practical implications, limitations and further research as follows.

5.1. Theoretical Implications

This study confirmed three relationships as purposed by the authors followed by the result of the previous studies stated earlier. This study results reject the positive effect of food quality toward customer

satisfaction. This study also found out the perception of price if it is fair, influencing on customer satisfaction. Thus, customer satisfaction is predicted also by service quality of entrepreneurial restaurants. Furthermore, this study also confirmed that if the customer satisfied with the restaurant (price and service quality) would positively influence on word of mouth intention. In other words, simultaneously, if the perceived price and service quality is higher thus the customers will satisfy and tend to recommend the restaurants to other people.

5.2. Practical Implications

This study presented practical implications to the survival of entrepreneurial restaurant in Supermall especially in Surabaya. Based on the interview as stated earlier, the restaurant should increase the variation of the menu, the freshness, and consistent in serving the food. For instance, the management should recruit high quality chefs. In purpose of efficiency, the researchers suggest the management of the entrepreneurial restaurant to make a regular training for the existing chefs to improve food quality. Another practical implication, the researchers suggest the management to make an interesting and colorful suggestion box near the table where the menu is placed. It would increase the satisfaction hence it will boost the word of mouth intention of the entrepreneurial restaurants at Supermall or shopping mall center in Surabaya.

5.3. Limitations and Further Research

This study contains some limitations such as the sample used in this research only 149 which is still classified as small numbers of sample. While, according to Hair, Black, Babin, and Anderson (2010), the number of sample to be used for SEM is 100-200, then the researchers use PLS as the solution. Furthermore, this study only uses two restaurants to represent entrepreneurial restaurant at one specific Supermall or

shopping mall center in Surabaya. So it is not easily to generalizing it as entrepreneurial restaurant. In theoretical overview, this study only conclude service quality and food quality to test the satisfaction thus removing the other dimensions of dining experience such as physical evidence that according to the previous studies explained before (Sulaiman & Haron, 2013; Canny, 2014).

The future research should include the larger number of sample to be convinced as the representation of the population. Thus, the future research should also use the larger sample of entrepreneurial restaurants

in Surabaya to generalize the term. Lastly, the future study should include many variables to be tested such as physical evidence (Sulaiman & Haron, 2013; Canny, 2014), perceived value and image (Clemes, Jonathan, Ding & Christopher, 2009). The future study should also connects all the direct effect on word of mouth intention, then the next can improve the statistical result by performing a mediation effect versus direct effect. It would beneficial for the management to compare whether the customer must be satisfied first then to recommend to others or it can be directly recommending the restaurants to others.

APPENDIX

Table 6. Quality Criteria

Variables	AVE	Composite Reliability	R Square	Cronbach Alpha
SERVQUAL	0.513759	0.958269		0.953989
csat	0.721763	0.886121	0.412645	0.807227
fqual	0.669670	0.889380		0.834405
p.price	0.752447	0.901025		0.835153
womint	0.765714	0.907321	0.434076	0.847597

Table 7. Items for Endogenous Variables

Variables	Code	Statements
Customer Satisfaction	sat1	I am satisfied with this restaurant.
	sat2	I am pleased to have visited this restaurant
	sat3	I really enjoyed myself at this restaurant.
Word of Mouth	wom1	I sometimes share this restaurants to everyone I met
	wom2	I show my interest to everyone about this restaurant

Table 8. Items for Exogenous Variables

Variables	Code	Statements
Perceived Price	pp1	The price of the restaurant is cheap
	pp2	The restaurant creates a balance between price and quality.
	pp3	The restaurant creates a balance between taste and quality.
Service Quality	sq1	The restaurant owns a modern decoration
	sq2	The restaurant owns supported facilities.
	sq3	The performance of restaurant's employee represented a modern style.
	sq4	The utilities of dining is complete in this restaurant
	sq5	The employees of the restaurant give an individual attention.
	sq6	The employee of this restaurant responds my request quickly.
	sq7	The employees give clearly information toward the restaurant very well.
	sq8	The opening time of this restaurant is quite match with my wish.
	sq9	The employees understand my needs
	sq10	I didn't wait for a long time before my orders come.
	sq11	I didn't wait for a long time for the menu orders.
	sq12	The employees didn't allow me to stand up along with the full seated.
	sq13	The employees of this restaurant responds my complaints
	sq14	I believe that this restaurant offers me high quality food and drink very well.
	sq15	The employees of this restaurant agile to my orders.
	sq16	The employees of this restaurant could offers a trusty food and beverages.
	sq17	In the situations of crowd or swing, the service of this restaurant would be the same.
	sq18	The employee of this restaurant offered a reliable service toward my problem.
	sq19	The employees of this restaurant recognize my favorite menu very well.
	sq20	This restaurant always keep itsneath and freshness.
	sq21	The taste of this restaurant will always be the same everytime I came to this restaurant.
	sq22	I felt secure and comfort to be here in this restaurant.
Food Quality	fq1	The restaurant served tasty food
	fq2	The food presentation is visually appealing
	fq3	The food was served at the appropriate temperature
	fq4	The restaurant served fresh food

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