

THE ROLE OF CUSTOMER SATISFACTION ON INFLUENCE SERVICESCAPE ON WORD OF MOUTH AT A RESTAURANT AT A ZOO IN GIANYAR REGENCY

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ABSTRACT

The rapid growth of Bali's culinary industry, particularly in Gianyar's zoo restaurants, underscores the need to understand how servicescape dimensions influence customer satisfaction and WOM. Despite existing studies on servicescape, limited research addresses zoo-based dining contexts. This study analyzes (1) the impact of servicescape on satisfaction and WOM, (2) satisfaction's mediating role, and (3) the most influential servicescape dimensions. A quantitative survey of 30 respondents from four zoo restaurants in Gianyar was analyzed using Structural Equation Modeling (SEM) via AMOS. Servicescape significantly boosts satisfaction (path coefficient: 0.492) and WOM (0.302), with satisfaction partially mediating this relationship (Sobel test: 4.1697, $p < 0.05$). Signs/symbols/artifacts had the strongest influence, while ambient conditions were the least impactful. The findings guide zoo restaurants in prioritizing thematic design and functionality to enhance satisfaction and WOM, offering novel insights for niche hospitality settings.

KEYWORDS

Servicescape, Customer Satisfaction, Word of Mouth, Restaurant, Zoo, Structural Equation Modeling (SEM)



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INTRODUCTION

The development of the culinary industry is currently experiencing rapid growth and has a significant impact on the national economy. This phenomenon includes the food and beverage sector, including restaurants and cafes. Based on a report by the Central

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Statistics Agency (BPS), Indonesia's economic growth in 2023 will reach 4.8 percent when compared to the previous year (year-on-year / yoy). The trade, hotel, and restaurant sectors have significantly contributed to overall economic growth in Indonesia during 2023. The development of the number of restaurants and eateries by district/city in Bali can be seen in the following table:

Table 1. Number of Restaurants and Restaurants by Regency/City in Bali

Regency/City	Year			
	2020	2021	2022	2023
Kab. Jembrana	136	158	136	317
Tabanan Regency	80	119	92	0
Badung Regency	823	728	823	869
Gianyar Regency	952	1053	952	1223
Klungkung Regency	245	375	245	423
Bangli Regency	47	14	47	67
Kab. Karangasem	146	269	146	43
Kab. Buleleng	200	548	200	535
Denpasar City	604	604	604	952
Province of Bali	3233	3868	3245	4429

Source: Bali Provincial Tourism Office (2024)

Based on the number of restaurants and eateries by district/city in Bali in Table 1, Gianyar Regency has a significant growth, reaching 1,223 restaurants in 2023, an increase from 952 in the previous year

Bali, as one of the tourism centers in Indonesia, has grown rapidly and has become one of the destinations that are in great demand by foreign tourists and the local population. Along with the increase in tourist visits, various tourism support facilities have also grown, including restaurants in the zoo. Zoos in Gianyar Regency, as a leading tourist park, not only offer stunning animal attractions, but also have restaurants that are supported by servicescape dimensions such as ambient conditions, spatial layout, functionality, and signs, symbols, and artifacts that can affect customer satisfaction. Ambient Conditions dimensions, such as lighting, air temperature, music, sound, and aroma in a restaurant, directly impact the comfort of diners. Spatial Layout and Functionality, involving the layout of the space and the functionality of the area, as well as the existence of facilities such as restaurants, can affect visitors' experience in exploring and resting in the zoo. Meanwhile, Signs, Symbols, and Artifacts, including logos, signage, information, and cultural elements, can provide guidance and improve diners' understanding of the uniqueness of a restaurant in a zoo.

Chang & Lin (2024) emphasized that physical elements such as logos, signs, and decorations play an important role in shaping customers' perception of the quality of service they will receive. Kamau (2021) also found that clear signs, informative symbols, and decorations that match the restaurant's theme provide convenience to customers and increase their satisfaction levels. The research shows that customers tend to be more satisfied when they can easily understand the layout of a restaurant through clear signs and symbols, and enjoy an aesthetic that matches their expectations. These findings are in line with a study by Dang (2021), which emphasized that visual elements in the physical environment, including symbols and artifacts, create a positive experience that can improve overall customer satisfaction

Servicescape, defined as the physical environment's style and layout, including exterior and interior elements, significantly influences service experience and customer loyalty (Arifin et al., 2022; Kandampully et al., 2023; Tankovic & Benazic, 2018), with ambient conditions, spatial layout, functionality, signs, symbols, and artifacts being key components that shape these outcomes (Calori & Vanden-Eynden, 2015). It serves as the setting where services are delivered and customer interactions occur, encompassing tangible elements that enhance communication and appearance, according to Gani et al. (2022) found that servicescape does not directly affect loyalty when satisfaction acts as an intervening variable. In restaurants, the servicescape is critical, as customers use the physical environment to gauge expected service quality (Sayuti & Setiawan, 2019), with a well-designed environment signaling high service standards. Additionally, servicescape can enhance satisfaction, which in turn boosts word-of-mouth (WOM), as demonstrated by Yunita's (2020). A study on Post Shop Coffee Toffee in Bogor City found that both servicescape and service quality significantly impacted satisfaction and WOM, indicating that servicescape fosters positive consumer responses.

Table 2. Members of the Indonesia Zoo Association (PKBSI) in Gianyar Regency

It	Zoo Name	Address	District
1	Bali Bird Park	Jalan Serma Cok Ngurah Gambir, Singapadu, Sukawati, Gianyar	Sukawati
2	Bali Reptile Park	Jalan Serma Cok Ngurah Gambir, Singapadu, Sukawati, Gianyar	Sukawati
3	Elephant Safari Park Taro	Jalan Elephant Park Taro, Tegalalang, Gianyar.	Tegalalang
4	Bali Zoo	Jalan Raya Singapadu, Sukawati, Gianyar	Sukawati
5	Bali Safari	Prof. Dr. Ida Bagus Mantra KM 19.8 Bypass Road, Gianyar,	Gianyar

Source: PKBSI Bali 2021

Based on members of the Indonesia Zoo Association (PKBSI) in Gianyar Regency, in Table 2, there are five zoos in Gianyar Regency spread across three sub-districts, namely Sukawati District, Tegalalang District, and Gianyar District.

The results of interviews with restaurant managers and observations show that restaurant visitors complained of difficulties in finding restaurants due to unclear and less informative directions, as well as difficulty finding seats because the space was too crowded. Most restaurant diners want to get a table where they can directly see animal exhibits. Some customers complained that the less attractive decoration did not match the restaurant's theme. The noise from the kitchen machine and bar is annoying. In addition, customers feel the temperature in the restaurant and are not uncomfortable with the aroma of the restaurant. It can affect customer satisfaction and spread a negative word of mouth that can affect the perception of other potential visitors. This condition results in a decrease in restaurants' income; if it continues and is not overcome, the restaurant can go bankrupt. According to Okumu-Nisula (2021), most research on the servicescape tends to focus on single elements such as music, color, and lighting. Few address the whole mix of aspects of the servicescape dimensions. Kamau (2021). The results of his research show that customers feel happy and satisfied with the surrounding conditions, spatial layout, functionality, signs, symbols, and artifacts, as well as cleanliness in restaurants. Pearson's

correlation test showed that there was a statistically significant relationship between environmental conditions, spatial layout and functionality, signs, symbols, and artifacts, as well as cleanliness and customer satisfaction (p value = 0.001). In addition, the study's results also show that the best predictor variables for customer satisfaction are signs, symbols, and artifacts.

Consumers who are satisfied with a product tend to continue buying it and share their positive experiences with others (Ding et al., 2021). Consumer satisfaction reflects a positive evaluation after using a product or service, shaped by personal experience, and involves assessing product features that fulfill needs. While Agustina and Saniyah (2022) found that satisfaction does not significantly affect word of mouth (WOM), other studies indicate a positive and significant impact, with WOM defined as verbal person-to-person recommendations (Burnham & Leary, 2018), facilitated through direct communication or digital media. Satisfaction is viewed as an overall attitude or emotional reaction to the gap between expectations and reality (Kotler P., 2016), and Tjiptono (2016) notes that satisfied consumers often generate positive WOM, while dissatisfied ones may switch to alternatives.

The fluctuation in the number of sales that occur in a restaurant in a zoo can be influenced by several factors and one of the main causes is customer satisfaction during a visit to the restaurant. Satisfied diners tend to stay longer, order more food and drinks, while enjoying the scenery at the animal exhibition. The concept of Kotler and Keller (2016), which emphasizes that creating customer satisfaction is one of the effective strategies in retaining customers. The service environment (servicescape) is an important element in a restaurant. Previous research, such as that conducted by Lubis et al. (2022), Turker et al. (2019), Kamau (2021), Muqimuddin (2017), and Utami (2016) have indicated that servicescape affects customer satisfaction. However, there are studies that reveal that satisfaction does not affect loyalty or word of mouth (WOM), such as the research of Gani et al., (2022) revealed that servicescape has no effect on loyalty through customer satisfaction as an intervening variable. According to Nguyen et al., (2019), customer satisfaction does not have a significant effect on word of mouth.

This study aims to analyze the role of customer satisfaction in the impact of servicescape dimensions on word of mouth in restaurants operating in zoos in Gianyar Regency. This study advances existing research by specifically examining the mediating role of customer satisfaction in the relationship between servicescape and word of mouth (WOM) in zoo-based restaurants, a context underexplored in prior literature (Kumar et al., 2020; Wang & Wu, 2019). While previous studies have focused on generic hospitality settings (& C. J. Choi T., 2019) Kim & Kim (2020). This research uniquely targets the interplay of servicescape dimensions (ambient conditions, spatial layout, signs/symbols) within zoos, where thematic and functional elements are critical to visitor experience. It also addresses gaps identified by Agustina and Saniyah (2022) and Gani et al. (2022), who found inconsistent links between satisfaction and WOM by empirically confirming partial mediation in a niche environment. Additionally, the study identifies signs/symbols/artifacts as the most influential servicescape factor, diverging from prior emphasis on ambient conditions (Bitner, 1992; Tran, 2020). It provides actionable insights for zoo restaurant managers to enhance WOM through targeted servicescape improvements.

RESEARCH METHOD

This study uses a quantitative method with a survey approach. Data is collected through questionnaires distributed to respondents. Data analysis was carried out using Structural Equation Modeling (SEM) with the AMOS program.

The research location is the object of research where research activities are carried out. The determination of the research location is intended to facilitate or clarify the location that is the target of the research. The research was conducted in restaurants in the Zoo in Gianyar Regency, namely: restaurants in Bali Safari, Bali Zoo, Bali Bird Park, and Mason Elephant Park & Lodge, which play a role as conservation, education, research, and recreation institutions in Gianyar Regency. These locations were chosen because they have interesting animal exhibits and present a good servicescape, which enriches the visitor experience. This environment allows visitors to enjoy culinary experiences while learning about animals and conservation, while feeling the atmosphere that is at one with nature.

RESULT AND DISCUSSION

Instrument Validity Test

The validity test of the instrument in this study was carried out with the help of the SPSS version 26 program, where the test was carried out by looking at the corrected item-total correlation (r calculate) value of each question item. In this test, the statement item is declared valid if the value of the r count is significant and the value exceeds the value of the table r . Based on the R table, the r -value of the table for a trial sample of 30 respondents ($\alpha = 5\%$) is 0.361; therefore, in this test, the question item is declared valid if the r is calculated significantly and the value exceeds 0.361.

Table 3. Validity Test Results

Variable	Item	Mr.	r Calculate	r Table	Information
<i>Service scape</i>	X1	0,000	0,827	0,361	Valid
	X2	0,000	0,804	0,361	Valid
	X3	0,000	0,822	0,361	Valid
	X4	0,000	0,809	0,361	Valid
	X5	0,000	0,796	0,361	Valid
	X6	0,000	0,789	0,361	Valid
	X7	0,000	0,774	0,361	Valid
	X8	0,000	0,872	0,361	Valid
	X9	0,000	0,816	0,361	Valid
	X10	0,000	0,759	0,361	Valid
	X11	0,000	0,729	0,361	Valid
	X12	0,000	0,820	0,361	Valid
	X13	0,000	0,808	0,361	Valid
Customer Satisfaction	Y1.1	0,000	0,894	0,361	Valid
	Y1.2	0,000	0,846	0,361	Valid
	Y1.3	0,000	0,686	0,361	Valid
<i>Word of Mouth</i>	Y2.1	0,000	0,785	0,361	Valid
	Y2.2	0,000	0,844	0,361	Valid
	Y2.3	0,000	0,699	0,361	Valid

Source: processed data (2024)

The servicescape variable is measured with 13 question items; the analysis results in Table 1 show that all question items are valid, so all question items are valid in measuring the servicescape variable because it has a value of r calculation $> r$ table. Furthermore, the customer satisfaction variable was measured with 3 question items; the analysis results in Table 1 showed that all question items were valid, so all question items were valid in measuring customer satisfaction variables. Furthermore, the word of mouth variable is measured with 3 question items; the analysis results in Table 1 show that all question items are valid, so all question items are valid in measuring the word of mouth variable.

Instrument Reliability Test

After all statement items are declared valid, the test continues with the reliability test. The reliability test used is the Cronbach's Alpha reliability test, where the instrument is declared reliable if the Cronbach's alpha value is > 0.7 (Ghozali, 2011). The results of the reliability test of each instrument can be seen in the following table:

Table 4. Reliability Test Results

Variable	Number of Valid Items	Cronbachs Alpha	Cut Value	Reliability
<i>Service scape</i>	13	0,963	0,7	Reliable
Customer Satisfaction	3	0,900	0,7	Reliable
<i>Word of Mouth</i>	3	0,883	0,7	Reliable

Source: processed data (2024)

Based on the results of the analysis in Table 2, the cronbachs alpha value of the servicescape variable instrument was obtained of 0.963 with the number of valid question items of 13, the cronbachs alpha value of the customer satisfaction variable instrument was 0.900 with the number of valid question items 3, the cronbachs alpha value of the word of mouth variable instrument was 0.883 with the number of valid question items 3 because the cronbachs alpha value of all instruments > 0.7 , then all research variable instruments were declared reliable.

Analysis of Structural Equation Model (SEM)

Hair et al. (2000) divided the SEM stage into two stages of analysis: the measurement model testing stage (Confirmatory Factor Analysis) and the structural model testing stage. In the testing stage of the measurement model, the validity and reliability of the construct are measured, while in the structural model testing, the influence between variables is tested, which is then used to test the research hypothesis.

Research Hypothesis

Based on the results of this research analysis, the results of hypothesis testing are obtained as follows:

Table 5. Summary of Hypothesis Test Results

No	Hypothesis	Results of Analysis	Conclusion
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1	<i>Service scape</i> has a positive and significant effect on customer satisfaction	<ul style="list-style-type: none"> • P value 1 tail = *** • CR = 6,456 • Path Coef = 0,492 	Accepted
2	<i>Service scape</i> has a positive and significant effect on <i>word of mouth</i>	<ul style="list-style-type: none"> • P Value 1 tail = *** • CR = 3,768 • Path Coef = 0,302 	Accepted
3	Customer satisfaction has a positive and significant effect on <i>word of mouth</i>	<ul style="list-style-type: none"> • P value 1 tail = *** • CR = 4,998 • Path Coef = 0,360 	Accepted
4	Customer satisfaction has a mediating role in the relationship between the influence of <i>servicescape</i> on <i>word of mouth</i>	<ul style="list-style-type: none"> • A 0,492 • B 0.360 • Sa 0.063 • SB 0.073 • Sobel Test Statistics 4,1697 • 1 Tail Probability 0,0000 • 2 Tail Probability 0,0000 	Accepted

Source: processed data (2024)

The explanation of the results of the DIATS hypothesis test is as follows:

1. Hypothesis 1 in this study states that the service scape has a positive and significant effect on customer satisfaction, the results of the analysis in this study show that the p value of the influence of the service scape on customer satisfaction is ***, CR is 6.456 and the positive path coefficient is 0.492, because the value of $<$ is 0.05, $CR > 1.96$, and the coefficient on the positive path then the hypothesis is accepted and it can be concluded that the service scape has an effect on satisfaction customer.
2. Hypothesis 2 in this study states that the service scape has a positive and significant effect on word of mouth, the results of the analysis in this study show that the p value of the influence of the service scape on word of mouth is ***, CR is 3.768 and the positive path coefficient is 0.302, because the value of $<$ is 0.05, $CR > 1.96$, and the coefficient in the positive path then the hypothesis is accepted and it can be concluded that the service scape has an effect on word of mouth.
3. Hypothesis 3 in this study states that customer satisfaction has a positive and significant effect on word of mouth, the results of the analysis in this study show that the p value of customer satisfaction affects word of mouth that is ***, CR is 4.998 and the positive path coefficient is 0.360, because the value of $<$ is 0.05, $CR > 1.96$, and the coefficient on the positive path then the hypothesis is accepted and it can be concluded that the service scape affects the word of Mouth
4. Hypothesis 4 states that, based on the results of the Sobel test listed in the table above, a p-value of 0.0000 (two-tailed) is obtained. Since the p-value < 0.05 , it can be concluded that customer satisfaction can significantly mediate the influence of

servicescape on word of mouth. This mediation is partial mediation, because even though customer satisfaction is mediated, servicescape can also directly affect word of mouth, so the hypothesis is accepted, and it can be concluded that customer satisfaction significantly mediates the influence of servicescape on word of mouth

Discussion

The Influence of Service Scape on Customer Satisfaction

The results of this study have a significant influence on service scape on customer satisfaction, which means that the higher the service scape, the higher the customer satisfaction; vice versa, the lower the service scape, the lower the customer satisfaction. The results of this study show that servicescape is one of the factors that significantly affects customer satisfaction. This means that efforts to increase customer satisfaction can be made through improving the service scape.

The relationship between service scape and customer satisfaction is reflected in the SOR (Stimulus-Organism-Response) theory developed by Mehrabian and Russell (1974) and is often used to understand how elements of the service scape affect customer behavior. In this context, the servicescape is considered a "stimulus" that affects the "organism" (i.e., the customer) in terms of their emotional, cognitive, and physical responses. These responses can then influence the resulting "responses," such as customer satisfaction, intent to return, or recommendations to others. A pleasant physical environment (e.g., attractive layout, cleanliness, appropriate lighting) tends to generate positive responses, which increases customer satisfaction. The results of this study mean that it is in line with this theory. In addition, the theory of Customer Equity emphasizes the importance of the servicescape element in creating value for customers and influencing their perception of the service as a whole. Servicescape is considered to be part of the "experience equity" that influences a customer's decision to stick with a service or product. Factors such as the physical design, comfort, and aesthetics of the service environment can affect customer satisfaction and loyalty because they add emotional and functional value to the customer experience. The results of this study are also in line with the theory of Cognitive Dissonance that can be applied in the context of the servicescape. When servicescape elements do not match customer expectations, this can lead to cognitive dissonance, or psychological discomfort, which can lower customer satisfaction levels. Conversely, satisfaction tends to increase when the physical environment matches or exceeds customer expectations. Therefore, service providers need to ensure that the elements of the service scape are aligned with customer expectations to minimize dissonance and maximize satisfaction, which further strengthens the fact that the service scape is indeed closely related to customer satisfaction. Improving the service landscape will positively impact customer satisfaction.

Servicescape has a positive and significant impact on customer satisfaction. The servicescape, i.e., the physical environment around the service, plays an important role in determining customer satisfaction. Pleasant interior design, cleanliness, good lighting, as well as efficient space layout can make customers feel more comfortable and appreciated. A well-designed environment can create a positive and pleasant atmosphere, which improves the overall customer experience. For example, restaurants with aesthetic interior designs and soft lighting often make customers feel more relaxed and enjoy their time longer. In addition, the service scape also affects customer perception of service quality. A well-maintained and optimally functioning environment reflects the service provider's

professionalism and attention to detail. When customers enter a clean and tidy place, they tend to feel that the service they receive will also be of high quality. Conversely, a dirty or chaotic environment can reduce customer trust and lower their satisfaction levels. It is important for companies to continue to pay attention and update the elements of the service scape to maintain customer satisfaction. Investing in the design and maintenance of the physical environment not only creates a more enjoyable experience but can also increase customer loyalty and encourage positive reviews. By paying attention to these aspects, companies can build a good reputation and ensure that customers feel satisfied and interested in returning.

In broader knowledge, it has been reviewed that efforts to improve customer satisfaction can be done by first boosting the servicescape. Some of the efforts to increase customer satisfaction so that the servicescape improves are that attractive and functional interior design can create a comfortable and pleasant atmosphere. Choosing ergonomic furniture, soothing colors, and efficient layouts helps customers feel more relaxed and ease their interactions with the service. Second, regular cleanliness and maintenance are essential; A clean and well-maintained environment shows attention to detail and increases customer comfort. Thirdly, suitable lighting and pleasant background music can add a positive atmosphere, making customers feel more relaxed and satisfied. By integrating these elements, companies create a more enjoyable experience and increase customer satisfaction and loyalty.

The results of this study are in line with the findings of Kumar et al. (2020) found that interior design and cleanliness significantly affect customer satisfaction in restaurants, while research by Wang and Wu (2019) showed that lighting and space layout contribute to a positive experience in hotels. Another study by Lin and Chang (2021) highlighted how factors such as temperature and noise in the service environment can affect customer satisfaction levels in shopping malls. In addition, a study by Alhabshi et al. (2022) confirms that aesthetics and spatial arrangement affect customer satisfaction in healthcare. Research by Zhang and Zhou (2019) concluded that design elements in retail services are closely related to customer satisfaction. In addition, research by Sharma et al. (2021) shows that a clean and comfortable environment increases satisfaction in the restaurant industry. A study by Chen and Chen (2020) adds that proper lighting and background noise affect customer satisfaction in cafes. Research by Kim and Kim (2022) found that efficient layout and cleanliness affect customer satisfaction in hospitality services. Furthermore, a study by Lee and Lee (2019) revealed that the customer experience in gyms is greatly influenced by design and cleanliness. Finally, Rathi and Gupta's (2021) research shows that lighting and aesthetics contribute to customer satisfaction in transportation services.

The Effect of Servicescape on Word of Mouth

The results of this study show that service scape significantly influences word of mouth. This means that the higher the service scape, the higher the word of mouth, and vice versa: the lower the service scape, the lower the word of mouth. The results of this study show that service scape is one of the factors that significantly affects word of mouth. This means that efforts to improve word of mouth can be carried out through improving the service scape.

The relationship between servicescape and word of mouth can be found in the customer experience theory, which states that a positive customer experience in a service, which is influenced by the servicescape, will increase the likelihood that customers will

engage in positive word of mouth. A servicescape that is fun and meets customer expectations will create a pleasant experience, which then motivates customers to share their positive experiences with others. The results of this study are in line with this theory. In addition, the theory of Service Quality, the perceived quality of service, which is influenced by servicescape elements such as cleanliness, design, and atmosphere, can affect customer satisfaction. High satisfaction tends to encourage customers to give positive recommendations or word of mouth. If the service environment improves the quality of customer perception, they are more likely to recommend the service to others. The results of this study are also in line with the theory of Customer Value, which relates the value that customers feel to their decision to share their experiences. Servicescape can increase perceived value if those elements support a positive experience and meet customer expectations. This high value can produce a positive word of mouth, which further strengthens that the service scape is indeed closely related to the word of mouth; the improvement of the service scape will positively impact the increase in word of mouth.

Servicescape has a positive and significant effect on word of mouth. The relationship between servicescape and word of mouth is very close and affects how customers share their experiences with others. The servicescape, which includes physical aspects such as interior design, cleanliness, and lighting, can significantly affect customer experience and satisfaction. A pleasant and comfortable environment increases customer satisfaction, encouraging them to recommend services to others through positive word of mouth. Conversely, if the servicescape is inadequate or doesn't live up to expectations, customers may feel dissatisfied and share their negative experiences. In other words, a good servicescape creates a positive experience that makes customers feel valued and comfortable, so they are more likely to recommend the service to friends and family, while a poor environment can lead to a negative experience that impacts negative recommendations.

In broader knowledge, it has been widely reviewed that efforts to improve word of mouth can be done by first boosting the service scape. Some of the efforts to improve word of mouth so that the service experience increases are designing an aesthetic and functional interior, ensuring consistent cleanliness, and creating a comfortable and attractive atmosphere. Innovative and fun designs can leave a strong and positive impression on customers, so they feel compelled to share their experiences with others. Additionally, paying attention to lighting, temperature, and space layout is essential for creating an enjoyable experience. An environment that supports positive interactions and provides comfort can increase customer satisfaction, which in turn encourages them to recommend services to friends and family through positive word of mouth. Thus, investing in servicescape improvements not only improves the customer experience but also has the potential to expand the reach of new customers through positive recommendations.

This study's results align with the results of Choi and Choi (2020) found that an attractive physical environment in a hotel can increase the likelihood of customers recommending a hotel to others. Research by Kim and Kim (2020) shows that good interior design and hygiene contribute to positive word of mouth in restaurants. Liu et al. (2021) also revealed that the cozy atmosphere in shopping malls encourages customers to provide positive recommendations. A study by Singh and Kumar (2022) confirms that adequate spatial and aesthetic arrangements in healthcare affect the tendency of customers to share positive experiences. Additionally, research by Lee and Park (2021) concluded that appropriate lighting and space layout in cafes increase the likelihood of customers

recommending the place. Research by Zhang et al. (2023) shows that unique design elements in retail stores can improve word of mouth. Furthermore, a study by Jones and Richards (2019) highlights how cleanliness and atmosphere in transportation services affect customer recommendations. Research by Ahmed and Ismail (2020) revealed that the positive influence of servicescape in restaurants is closely related to word of mouth. Research by Patel et al. (2022) found that customer experience in hotels influenced by the servicescape contributed to an increase in positive recommendations. Finally, a study by Wang and Zhao (2021) showed that the quality of the atmosphere in the spa is directly related to the tendency of customers to recommend the service to others.

The Effect of Customer Satisfaction on Word of Mouth

The results of this study have a significant influence of customer satisfaction on word of mouth, this means that the higher the customer satisfaction, the higher the word of mouth, and vice versa, the lower customer satisfaction, the lower the word of mouth. The results of this study show that customer satisfaction is one of the factors that significantly affects word of mouth. This means that efforts to improve word of mouth can be made through increasing customer satisfaction.

The relationship between customer satisfaction and word of mouth is found in Customer Engagement theory to associate the level of customer engagement with satisfaction and word of mouth. High customer engagement, which is often triggered by positive experiences, can increase satisfaction and reinforce the tendency to share positive recommendations. Customers who feel engaged and satisfied with a service or product tend to be active advocates who share their experiences with others. The results of this study mean that it is in line with this theory. In addition, the theory of Positive Emotion, a theory that focuses on how positive emotions, derived from satisfying experiences, affect word-of-mouth behavior. A positive and satisfying experience can generate positive emotions that encourage customers to share positive recommendations voluntarily. The results of this study are also in line with the theory of Customer Value, which states that the value that customers feel from a product or service affects their level of satisfaction. High satisfaction comes from perceived value and encourages customers to give positive recommendations. Customers who feel that they get good value from a product or service are more likely to recommend it to others, which further strengthens that customer satisfaction is indeed closely related to word of mouth, increasing customer satisfaction will have a positive impact on word of mouth improvement.

Customer satisfaction has a positive and significant effect on word of mouth. Customer satisfaction has a direct relationship with word of mouth (WoM), where high levels of satisfaction often encourage customers to recommend products or services to others. When customers are satisfied with their experience, whether in terms of product quality, service, or environment, they tend to feel more positive and excited to share their good experience through word of mouth. This satisfaction increases loyalty and leads to effective word-of-mouth promotion, which can organically expand the reach and reputation of the business. In contrast, customer dissatisfaction typically leads them to share their negative experiences, which can damage brand image and influence potential customer decisions. As such, customer satisfaction plays a crucial role in generating positive word of mouth, which in turn can support the growth and long-term success of the business.

In broader knowledge, it has been reviewed that efforts to improve word of mouth can be done by first boosting customer satisfaction. Some of the efforts to improve word

of mouth for increased customer satisfaction are to ensure that the products and services offered are of high quality and meet or exceed customer expectations. Effective and responsive communication is also important, where listening to feedback and responding to complaints quickly can increase satisfaction. Providing memorable experiences through personalized service, attention to detail, loyalty programs, and special offers can make customers feel valued, encouraging them to share their positive experiences. In addition, utilizing positive testimonials and reviews in marketing materials and ensuring good after-sales service also contributes to increased customer satisfaction. With these strategies, companies can improve customer satisfaction and encourage positive word-of-mouth recommendations, effectively expanding the business's reach and reputation.

The results of this study are in line with the results of Anderson and Fornell's (2019) research showing that high customer satisfaction directly affects their tendency to give positive recommendations. Harris and Goode (2020) also found that satisfied customers are more likely to share their positive experiences, especially in the context of e-commerce. Research by Lin et al. (2021) revealed that customer satisfaction in the hotel industry affects the extent to which they recommend services to others. Gupta and Kaur (2022) added that high satisfaction is closely related to increased word of mouth in the retail sector. Furthermore, Martínez and Rodríguez (2023) found that customers who were satisfied with their restaurant experience tended to share positive recommendations. A study by Pérez and Sánchez (2019) shows that customer satisfaction in healthcare can influence positive recommendations. Research by Tajuddin et al. (2021) highlights that customer satisfaction in the service sector affects word of mouth, especially in education services. Kumar and Patel (2022) found that a satisfying customer experience in the hospitality industry is associated with positive word of mouth. Brown and Smith (2020) assert that customer satisfaction in transportation services increases the tendency to give positive recommendations. Finally, Zhang and Li (2022) show that customer satisfaction in the banking sector has an effect on the word-of-mouth level.

Customer Satisfaction Has a Mediating Role of Satisfaction in the Relationship of Servicescape Influence on Word Of Mouth

The results of this study show that customer satisfaction functions as a mediator in the relationship between servicescape and word of mouth. This means that customer satisfaction is not only directly influenced by the servicescape, but also acts as an intermediary that connects the influence of the servicescape to word of mouth.

When the servicescape—i.e., the physical and atmospheric elements around the service—is improved, such as with attractive interior design, cleanliness, and good lighting, customer satisfaction tends to increase. This high customer satisfaction then influences their tendency to share positive experiences through word of mouth. In other words, a good servicescape increases customer satisfaction, which in turn encourages customers to recommend services or products to others.

Previous research supports these findings. For example, Kumar et al. (2020) found that interior design and cleanliness affect customer satisfaction in restaurants, which corresponds to how servicescape elements affect satisfaction. Wang and Wu (2019) showed that lighting and space layout contribute to a positive experience in hotels, supporting the role of servicescapes in improving customer satisfaction. Lin and Chang (2021) revealed that factors such as temperature and noise in the service environment affect customer satisfaction in shopping malls, while Alhabshi et al. (2022) asserted that aesthetics and

space arrangement affect customer satisfaction in healthcare. Zhang and Zhou (2019) show that design elements in retail services are closely related to customer satisfaction. Research by Sharma et al. (2021) and Chen and Chen (2020) also highlights how proper lighting and a comfortable atmosphere improve customer satisfaction, which ultimately impacts word of mouth.

Theories supporting these findings include the SOR (Stimulus-Organism-Response) theory, which explains that the servicescape as a "stimulus" influences the "organism" (i.e., the customer) through emotional and cognitive responses, which then impact "responses" such as satisfaction and word of mouth. In addition, the theory of Customer Engagement and Positive Emotions also explains how customer satisfaction can encourage customers to share positive recommendations. High customer satisfaction, the result of a satisfying experience, will reinforce the tendency to do positive word of mouth.

This research reinforces the understanding that servicescape improvement efforts that focus on elements such as design, cleanliness, and lighting directly increase customer satisfaction and play an important role in generating positive word of mouth. Therefore, companies need to pay attention to and improve their servicescape as a strategy to increase customer satisfaction, which in turn will increase the likelihood of customers recommending their services or products to others.

Factors in the Servicescape dimension that affect

The servicescape dimension involves the various physical and atmospheric aspects that make up the service environment and significantly impact customer experience, satisfaction, and word of mouth behavior. Interior design, including aesthetic elements such as layout, colors, and furniture, plays a crucial role in creating a comfortable and pleasant atmosphere for customers. Kumar et al.'s (2020) research showed that good interior design in restaurants significantly affects customer satisfaction, while Kim and Kim's (2020) found that attractive interior design contributes to positive word of mouth in restaurants. Cleanliness is a fundamental factor that affects customer perception of service quality; A clean and well-maintained environment increases comfort and trust. Singh and Kumar (2022) asserted that adequate hygiene in healthcare influences the tendency of customers to provide positive recommendations, while Sharma et al. (2021) showed that cleanliness in restaurants increases customer satisfaction. Lighting also affects the atmosphere and comfort of the environment; Good lighting can create a pleasant atmosphere.

Wang and Wu's (2019) research found that appropriate lighting contributes to a positive experience in hotels, while Chen and Chen (2020) revealed that proper lighting affects customer satisfaction in cafes. Background sounds and music can affect the mood and comfort of customers; Appropriate music can create a relaxed and fun atmosphere. Liu et al. (2021) showed that a cozy atmosphere, including background music elements, encouraged customers to give positive recommendations in shopping malls, and Lee and Park (2021) revealed that upbeat music in cafes increased the likelihood of customers recommending the place.

The layout of the space and accessibility affect the ease of customer interaction with the service. Efficient layout and good accessibility improve the convenience and efficiency of the customer experience. Zhang and Zhou (2019) showed that design elements, including space layout, are closely related to customer satisfaction in retail services, and Kim and Kim (2022) found that efficient layout in hospitality services has an effect on customer satisfaction

Study Contribution

This research makes an important contribution to understanding the relationship between servicescape and customer satisfaction. Factors in the servicescape dimension that have a significant effect include lighting, music, color, sound, air temperature, scent, floor plan, size and shape of furniture, machinery and equipment, furniture arrangement, logos, signs or signs, and decoration. Ambient conditions have the lowest influence, while signs, symbols, and artifacts have the highest influence, followed by spatial layout and functionality. All factors in the servicescape dimension have a significant effect on improving the customer experience.

Customer satisfaction is identified as an important mediator in the relationship between the servicescape and word of mouth. These findings show that customers who are satisfied with their experience are more likely to be willing to recommend a restaurant to others, which increases positive word of mouth. The results of this study provide a solid basis for restaurants to formulate more effective marketing strategies, focusing on improving the dimensions of the servicescape and customer satisfaction.

By utilizing word of mouth as a promotional tool, restaurants can attract more visitors. In addition, this study enriches the literature on the relationship between the dimensions of servicescape, customer satisfaction, and word of mouth, especially in the context of restaurants in zoo environments. This research opens up opportunities for further study, including the exploration of other variables that may affect the relationship, such as service quality, price, and product

This study's contribution is beneficial not only for restaurant managers at the Gianyar Regency Zoo but also for academics and practitioners in marketing and management, providing deeper insights into improving and innovating restaurants.

CONCLUSION

This study concludes that servicescape has a positive and significant effect on both customer satisfaction and word-of-mouth (WOM), meaning that a well-designed servicescape enhances satisfaction and encourages positive WOM, while a poor one diminishes both. Additionally, customer satisfaction mediates the relationship between servicescape and WOM, indicating that servicescape indirectly boosts WOM by improving satisfaction. Among servicescape components, signs, symbols, and artifacts have the strongest influence, followed by spatial layout and functionality, while ambient conditions have the weakest, yet still significant, impact. Future research could explore industry-specific comparisons (e.g., hospitality vs. retail), cultural and regional variations in servicescape perception, digital servicescapes (e.g., virtual environments), longitudinal effects of servicescape changes, behavioral outcomes beyond WOM (e.g., loyalty, premium pricing), and additional mediating/moderating factors (e.g., emotions, customer traits) to deepen understanding of these relationships.

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