

# **EFFECT WORD OF MOUTH, SERVICESCAPE, AND SERVICE QUALITY AND CONVENIENCE ON LOYALTY THROUGH TRUST AND PERCEIVED VALUE**

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## **ABSTRACT**

*This study aims to analyze the influence of word of mouth, servicescape, service quality, and convenience towards Loyalty through Trust and Perceived Value for Happy Puppy Karaoke visitors in Samarinda. This study used a quantitative approach using path analysis which was processed with SPSS Statistic 23 software and Structural Equation Modeling (SEM) with IBM AMOS 23 software. The sample used in this study consisted of 162 samples taken from Happy Puppy Karaoke visitors in Samarinda City. In this study, instrument tests were carried out which consisted of validity and reliability tests, assumption tests using estimation tests, and structural model fit tests. Based on the structural model, it can be proven that Word of Mouth has no significant effect on Trust. Servicescape and Service Quality and Convenience have a significant effect on Trust. Word of Mouth, Servicescape, and Service Quality and Convenience significantly affect Perceived Value. Word of Mouth, Servicescape, and Service Quality and Convenience have no significant effect on Loyalty. Trust has no significant effect on Loyalty. Perceived Value has a significant effect on Loyalty for Happy Puppy Karaoke visitors in Samarinda.*

**Keywords:** word of mouth; servicescape; service quality; convenience; loyalty

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## **INTRODUCTION**

Entertainment is a place for people to be able to relieve stress from the activities they do. Some people spend their time with family, friends and coworkers to find entertainment. Nowadays entertainment is not only a distraction for the community but has become a necessity of life for people to spend time with family and relieve stress at work. So this is a business opportunity for the community to provide quality entertainment venues.

In the current era of digitalization, many entrepreneurs engaged in the field of entertainment are competing in creating customer loyalty. One of them is karaoke entertainment.

A sophisticated and good karaoke place will cause word of mouth so that this can affect the trust of others to come to the place (Mardiana, 2012). Customer loyalty is also formed from the quality of the place, equipment, ambient conditions, convenience and good service, therefore increasing customer loyalty many karaoke places are competing in improving this which in turn will have an impact on good perceived value and increasing trust (Khoi & Cuong, 2019; Adams et al, 1992; Jiang et al, 2012; Pham et al, 2018).

In the competition for karaoke entertainment, Happy Puppy is one of the choice of favorite karaoke place in Indonesia. Happy Puppy Family Karaoke is a karaoke place that is familiar to the public and it is spread throughout Indonesia. Based on Top Brand Index data in 2018 to 2022, Happy Puppy is in the Top Brand position, where in the last two years, namely in 2021 the percentage of the top brand index was 20.5% and rose in 2022 to 22.5%, therefore this increase has become a phenomenon, whether Happy Puppy consumers have a good level of loyalty especially the Happy Puppy customer in Samarinda.

Happy Puppy has been providing karaoke entertainment with a family theme since 1992. Equipped with excellent audio-video quality facilities, a complete song collection, a touch screen system, sophisticated equipment, modern room design, and various other facilities to provide an unforgettable singing experience, This is what can cause consumers to feel comfortable to sing karaoke, Happy Puppy provides comfortable facilities and quality services that attract many customers to visit and become loyal to Happy Puppy. The plan carried out by Happy Puppy Karaoke in maintaining customer loyalty is by optimizing service quality, customer comfort or convenience towards Happy Puppy, the servicescape or physical environment at Happy Puppy, as well as how consumers talk about good things about Happy Puppy or word of mouth. Happy Puppy Family Karaoke's loyal customers are those who have visited the karaoke place many times. In a competitive market, what needs to be considered is good service quality so that consumers remain loyal. Service quality can be interpreted as a form of conformity between the services provided by the company and the expectations desired by consumers.

Previous researchers have proven the relationship between word of mout to trust and also percived value which mediates its relationship to customer loyalty as in research (Ashton et al., 2010); Rosid et al., 2020); Yang et al., 2016; Wu & Wang, 2011; Mardiana, 2012; Khoi & Cuong, 2019; Santouridis & Trivellas, 2010) which proves that word of mout can increase the

level of loyalty of a customer mediated by trust and perceived value. A customer will also be loyal if the place he visits has a good physical environment, and this has been proven in research conducted by (Rosid et al., 2020; Yang et al., 2011; Hussain, et al., 2017; Syaputra et al, 2022; Adam et al, 1992) which states that serviceescape is able to increase customer loyalty which is mediated by trust and perceived value. In shopping, consumers certainly want to be given good service quality, so that this good service quality will increase customer loyalty, research conducted by (Cantalops et al., 2018; Rizan et al., 2020; Alkhurshan & Rjoub, 2020; Su & Fan, 2011; Pham et al, 2018; Lin, 2015) also state the service quality have a correlation with customer loyalty which is mediated by trust and perceived value. Customers who are loyal and continue to make visits are also caused by the convenience they get, as explained in the research of (P rabaningtyas & Andjarwati, 2014; Jiang et al., 2012; Theresia & Briliana, 2021; Hapsari et al, 2016; Lai & Chong, 2020) which states that convinience can increase customer loyalty which is also influenced by trust and perceived value.

The factors that cause customer loyalty that have been described by these researchers are rarely used in the context of entertainment venues, in this case karaoke entertainment, therefore this study aims to fill this gap by analyzing how word of mouth, servicescape, service quality, and convenience affect Happy Puppy Karaoke customer loyalty through trust and perceived value. Thus, the results of this study are expected to provide new insights for karaoke business managers in designing more effective strategies to increase customer loyalty.

## **LITERATURE REVIEW**

### **Wom and Trust**

Individuals need data to produce trust and assurance that that is correct and protected decisions For buying products or services from an organization. (Jalilvand et al., 2017) Transmission Positive word of mouth disseminates data about products and services without giving rise to cost addition related publications can increase the trust of consumers. On research previously used as a reference in a study this own results Wom influential significant to variable Trust. This result referred to research conducted by (Wu & Wang, 2011). Other researchers such as (Mardiana, 2012) also stated the significant relationship between variable Wom to Trust.

**H1: Wom are influential positive significant to Trust visitors**

**Servicescape and Trust**

Something Companies must consider aesthetic aspects, where this factor influences visitors' initial trust (D'Angelo & Little, 1998), can said that the environment physical (servicescape) in something company can cause perceived risk in increasing trust consumers with offer environment physique in various shapes, for one is corporate internal and external decoration offer to the consumer. Connection variable Wom to Perceived Value in research previously used as a reference produced a significant relationship from research conducted by (Rosid et al., 2020), other researchers such as (Yang et al., 2011) also stated influential relationships significant between the variable Wom to Perceived Value.

**H2: Servicescape influential positive significant impact on the trust of visitors****Service Quality and Trust**

Previous research was used as a reference in the study This own results that variable Wom influential significant to Loyalty. results This is referred from research conducted by (Purwianti & Khovianti, 2021), other research such as (Cantallops et al., 2018) also stated influential relationships significant between variable Wom to variable Loyalty. The results show that Wom No influential significant to Loyalty results This in accordance with research conducted by (Rizan et al., 2020).

**H3: Service Quality influential and significant positive impact on Trust among visitors****Convenience and Trust**

Consistency and reliability create confidence that the company or service provider can be relied upon to meet customer needs. The connection between Servicescape against Trust is used as a references to research this is what was taken from the researcher's previous own results that variable Servicescape matters significant to Trust. results This is referred from research conducted by, (Harris & Ezeh, 2008) other researchers such as (Chen & Chang. F, 2003) also stated influential relationships significant between variable Servicescape against variable Trust. The results show that Servicescape is not influential significant to variable Trust. This result in accordance with research carried out by (Lai & Chong, 2020).

**H4: Convenience influential positive significant impact on the trust of visitors**

**Wom and Perceived Value**

Consumers are influenced by perception value (perception of value) when they buy a product. So consumer purchasing intentions depend on the consumer's perceived value through the product they want to buy. According to Ashton et al ., (2010) in Chen (2012), Perceived value (perception of value) is a set of equipment related to the perception of the value of the product which can build a positive influence from word of mouth (word of mouth) and can increase consumer purchasing value. On research previously used as a reference in the study This own results that variable Servicescape matters significantly to variable Perceived Value. This result referred to research conducted by, (Nguyen, 2006) other researchers such as Dedoglu et al. (2015) also stated influential relationships between significant variable Servicescape to variable Perceived Value.

**H5: Wom has a significant positive effect on Perceived Value among visitors****Servicescape and Perceived Value**

The Mehrabian & Russell model (1980) emphasized that environmental stimulus causes response affective, studies more carry on show that component cognitive related to bait come back environment. Considering that customer use up lots of money for accommodation in a hotel, you can showed that servicescape play role important in creating a perception mark. Additionally, (2006) Grönroos emphasizes that the mark is not offered to the customer as available, but instead offered as a proposal, the extent of the arrangement servicescape and commitment provided to the customer can determined through the perception mark. Connection variables used as references to the research taken from researcher where before in study This own results that variable Servicescape against Loyalty matters significant. This result referred to research conducted by Syaputa et al., (2022). The results show that the variable Servicescape towards Loyalty does not influence significant results This in accordance with research conducted by Hussain et al., (2017).

**H6: Servicescape influential positive significant impact on the Perceived Value****Service Quality and Perceived Value**

(Choi & Kim, 2013) stated that perception The quality of services and products influences how high the value is perceived by customers. Quality service shows that the service meets customer expectations. When services have customer expectations, then customers feel

that the service has high value. For this reason, the level of perception of service quality determines the level of perception value perceived by customers. On research previously used as a reference in the study This own results that variable Service Quality has an influence significant to variable Trust. This result referred to research conducted by, (Alkhurshan & Rjoub, 2020) other researchers such as Su & Fan (2011) also stated significant results between variable Service Quality to variable Trust.

#### **H7: Service quality Influential significant positive impact on Perceived Value**

##### **Convenience to Perceived Value**

Draft demonstrated comfort time and effort spent by customers For buying and using products or services. Lots of research has show that customer willing pay more price tall with rewards comfort or sacrifice comfort For get service with more price low, that is services that create more Lots comfort will increase perceived value customer (Thuy, 2011). The connection between variable Service Quality to Perceived Value used in the study where is this? referred from the researcher's previous significant relationship between variable Service quality towards variable The perceived value that exists results This referred by researchers previous that is Hapsari et al., (2016) and relationships between Service quality towards Perceived value produces significant results. Other researchers also stated significant results to connection between variable Service quality towards variable perceived value, namely (Theresia & Briliana, 2021).

#### **H8: Convenience influential positive significant impact on the Perceived Value**

##### **Wom and Loyalty**

Word of mouth can influence the understanding and desire customers during data search and procedures purchase next, and that changes the character they have during evaluation purchase return brand choice. Word of mouth can influence choice them, well that 's clear or detrimental . Melwar et al., (2017) found that word of mouth influences loyalty to customers; the more positive and synergistic Word of mouth will create loyalty absolute brand. On research previously used as reference in study This own results that variable Service quality matters significant againsta variable Loyalty. This result referred from research conducted by, (Santouridis & Trivellas, 2010) other researchers who stated the same result that is (Khoi &

Cuong, 2019). As for the results study previously produced no results significant that is according to researcher Hapsari et al., (2016).

**H9: Wom has a significant positive effect on Loyalty among visitors****Servicescape and Loyalty**

Consumers at a company tend to pay attention to the physical evidence (servicescape) around them to assess the company. Servicescape can form loyalty because of dimensions Servicescape can influence consumer perceptions about the level of trust, affordability, success, and effectiveness of the company (Hussainy S. K., 2017). In research previously used as reference in study This own results that variable Convenience matters significantly to variable Trust. This result referred from a study Previously carried out by Adams et al. (1992) other researchers such as Pham et al (2018) also stated relationships significant between variable Convenience to Perceived value.

**H10: Servicescape influential positive significance toward Loyalty****Service Quality and Loyalty**

Quality service can increase trend customers For buy again, buy more a lot, buy service else, be not enough sensitive to price, and give know other people about experience They're fun, all of them This is form from loyalty customer (Venetis & Ghauri, 2000). In research previously used as reference in study This own results that variable Convenience matters significant to variable Perceived value. This result referred from a study previously conducted by Pham et al., (2018), other researchers such as (Chen-Yu Lin, 2015) also stated influential relationships significant between variable Convenience to variable Perceived value.

**H11: Service Quality influential and significantly positive toward Loyalty****Convenience and Loyalty**

When a customer experiences comfort in the services provided, the customer will feel satisfaction which will ultimately influence customer loyalty. Service convenience has also been proven to be the right effort to increase customer loyalty. Hsu et al., (2010). On research previously used as a reference in the study This own results that variable Convenience influential significant to variable Loyalty. These results are referred to from research conducted by Jiang et al., (2012), other studies such as (Prabaningtyas & Andjarwati, 2014) also stated influential relationships significant between variable Convenience to variable Loyalty.

**H12: Convenience influential positive significantly towards Loyalty****Trust and Loyalty**

Trust is base from loyalty , and trust can leads to level more loyalty tall . Statement This is also supported by findings that show that trust influence loyalty or trust is factor important in build loyalty Susanty et al., (2017). On research previously used as a reference in the study This own results that the variable Trust influential significant to variable Loyalty. This result referred from research conducted by (Cerry Shpetim, 2012), other studies such as (Antonio et al., 2014) also state relationships significant between variable Trust to variable Loyalty.

**H13: Trust has a significant positive effect on Loyalty****Perceived Value and Loyalty**

Direct relationship between perceived value and loyalty offered by company to consumer increases, then level loyalty customers will too changed Sirdeshmukh et al., 2002 in (Damayanti, 2016). On research previously used as a reference in the study This own results that Avaribael's Perceived value has an influence significant to variable Loyalty. This result referred from research conducted by Molinillo et al., (2017), other studies such as (Kartanegara & Keni, 2021)also stated influential relationships significant between variable Perceived value towards variable Loyalty.

**H14: Perceived Value has a significant positive effect on Loyalty****METHODS****Population and Sample**

In the research conducted this population taken from various among those who have visited Happy Puppy Karaoke in Samarinda. From the amount samples found ie as many as 162 samples, then will use a pattern pseudo proportional, semi-proportional technique technique spread the sample size its population No is known in a way definite, and the amount the sample determined based on the criteria amount minimum sample ie amount indicator times with 5 to 10. In research, This Structural Equation Modeling (SEM) of package AMOS statistical software was used in model development and testing hypothesis.



**RESULTS**

There are 14 hypotheses in this research and the hypothesis is declared proven if the Probability value is smaller than 0.050 or Critical value Ratio greater than 1.96. The results of hypothesis testing can be seen in Table 6.5 below:

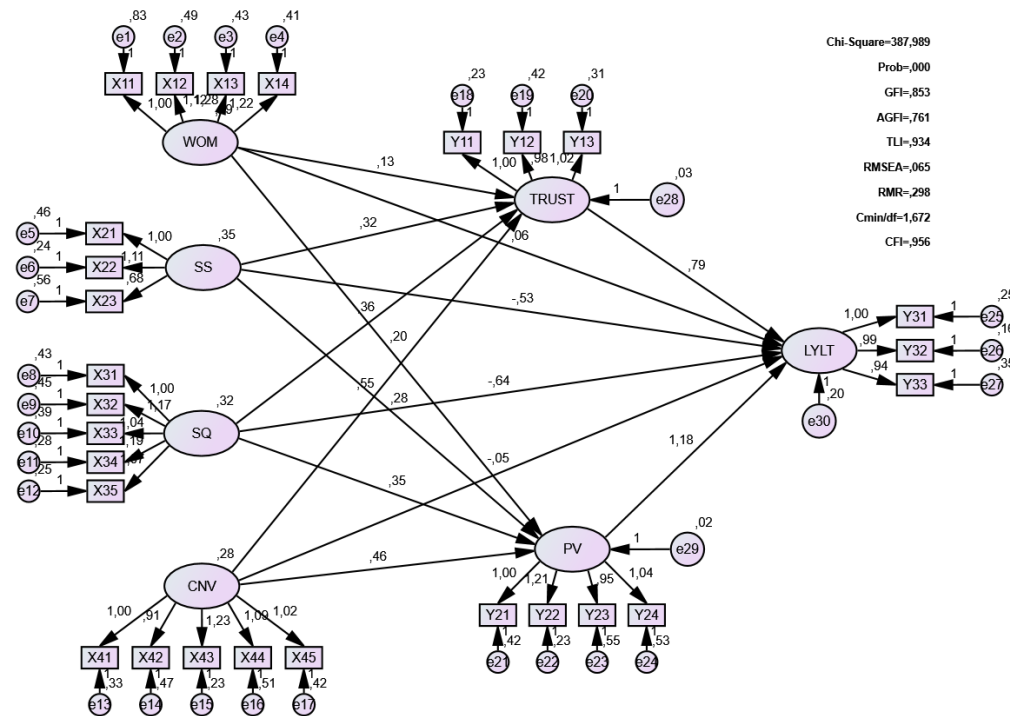
**Table 1. Hypothesis Testing Results**

No.	Connection Variable	Coefficient Track Standardized	CR	Probability	Information
1.	WOM – Trust	0.123	1,517	0.129	Not significant
2.	SS – Trust	0.329	3,995	0,000	Significant
3.	SQ – Trust	0.348	2,137	0.033	Significant
4.	CNV – Trust	0.494	2,919	0.004	Significant
5.	WOM – PV	0.202	2,315	0.021	Significant
6.	SS – PV	0.322	3,679	0,000	Significant
7.	SQ – PV	0.375	2,110	0.035	Significant
8.	CNV – PV	0.459	2,713	0.007	Significant
9.	WOM – LYLT	0.044	0.314	0.753	Not significant
10.	SS – LYLT	-0.415	-1,866	0.062	Not significant
11.	SQ - LYLT	-0.470	-1,711	0.087	Not significant
11.	CNVs - LYLT	-0.036	-0.103	0.918	Not significant
11.	Trust - LYLT	0.606	1,099	0.272	Not significant
11.	PV - LYLT	0.810	2,877	0.004	Significant

Source: Data has been processed by researchers, 2024

After carrying out data analysis and hypothesis testing using SEM analysis tools with the help of software AMOS version 23. From table it states that of the 14 hypotheses raised previously, the results shown are 8 hypotheses that were accepted, namely Servicescape, Service Quality, and Convenience towards the Trust. Word of Mouth, Servicescape, and Service Quality, and Convenience towards Perceived Value, and the relationship between Perceived Value towards Loyalty. There are 6 hypotheses that are not accepted or rejected, namely Word of Mouth against Trust, Word of Mouth, Servicescape, Service Quality and Convenience, and

Trust in Loyalty. The results of hypothesis testing for direct and indirect influence paths can also be seen in the path diagram, namely Figure below.



## DISCUSSION

Happy Puppy Karaoke's visitors have different needs. The positive information provided by Happy Puppy Karaoke's visitors may not apply to every individual, in this case, Happy Puppy Karaoke is not the right place to entertain yourself so it does not affect the satisfaction of Happy Puppy Karaoke visitors. Positive information provided by visitors to Happy Puppy Karaoke may not always reflect consumer experiences. Some consumers may have a favorable experience, while others may have a less-than-satisfactory experience. Therefore, if there is a lot of information given to negative visitors about the experience they will reduce trust visitors towards Happy Puppy Karaoke in Samarinda.

Servicescape acts as a nonverbal tool between Happy Puppy Karaoke and its visitors. Attractive interior design, appropriate lighting, and efficient layout can convey a positive message about the professionalism and quality of service offered by Happy Puppy Karaoke. Visitors viewing Servicescape attractive and high quality can increase higher trust in the Happy Puppy Karaoke entertainment venue in Samarinda.

The theory put forward by Anderson & Naurus (1990) supports the results of this research, namely the influence of Service Quality of Trust and findings This supports the research results of Alkhurshan & Rjoub (2020), and Khoi & Cuong (2019), as well as supporting research results (Su & Fan, 2011).

The comfort of the place can influence the emotions of visitors to Happy Puppy Karaoke, by providing a variety of rooms that can be adjusted to visitors' preferences, comfortable rooms, and ease of transaction processes can create a good impression on the consumer experience so that this increases visitors' trust in Happy Puppy Karaoke at Samarinda. The results obtained in this research support Adams ' theory et al., (1992), and these findings support the results of research conducted by (Sandhu et al., 2022).

Word of Mouth can influence Perceived Value through understanding that Happy Puppy Karaoke is a place or tool where visitors can express themselves freely and emotionally. If visitors hear that other people have experienced the freedom and joy of singing and expressing emotions at Happy Puppy Karaoke, this increases the emotional value expected by visitors. The research results that have been obtained support the theory of Ashton et al., (2010), and these findings support the results of research conducted by Rosid et al., (2020) and Yang et al., (2016), as well as the results of research conducted by (Murphy et al., 1999).

Based on the explanation above, this is when a space/function that is designed well and adequately can increase the emotional value of visitors to Happy Puppy Karaoke. Carefully selected decoration as well as good functionality that the spaces and facilities in Servicescape can meet the needs of visitors and is able to provide a more satisfying and emotional experience for visitors to Happy Puppy Karaoke in Samarinda.

Service Quality variable reflected in the assurance indicators significant effect on the Perceived variable Value which is reflected in the emotional indicators value to visitors to Happy Puppy Karaoke in Samarinda City. This can mean that the assurance provided by Happy Puppy Karaoke to visitors can create a sense of security and trust, when visitors feel confident that the services provided will be of good quality, they will feel calmer and more confident in expressing themselves through karaoke. This sense of security and trust can improve emotional value because visitors feel comfortable and free to express emotions and have fun. The theory put forward (Choi & Kim, 2013) supports the results of this research is the influence of Service Quality towards Perceived Value and findings This supports the results of research conducted

by Raza et al., (2012) and Hapsari et al. (2015) and supports the results of research conducted by (Theresia & Briliana, 2021).

The strongest indicator value for each variable is the Convenience variable there is a place indicator (X4.3) of 0.804 with the variable influenced by it being Perceived Value which has the strongest indicator, namely emotional value (Y2.2) with loading value factors of 0.800. So the Convenience variable reflected in the place indicator significant effect on the Perceived variable Value which is reflected in the emotional indicator value to visitors to Happy Puppy Karaoke in Samarinda City. This can mean that the comfort of the place felt by visitors can increase emotional value. This includes comfort in making payments, comfortable room temperature, appropriate lighting and maintained cleanliness, making visitors feel more relaxed and comfortable when the available facilities meet visitor needs. This physical comfort can increase the emotional value or perceived value because visitors can focus on their enjoyment without excessive distraction or discomfort. The theory put forward by (Thuy, 2011) supports the results of this research is the influence of Convenience towards Perceived Value and findings This supports the results of research conducted by Pham et al. (2018) and Pham et al. (2018).

From the description of the variable data Word of Mouth is reflected in the tool indicators and the Loyalty variable is reflected in the recommend indicators. This can be interpreted that the Word of mouth can have varying influences depending on the context and other factors involved. Although Word of Mouth may influence visitors' initial perception or interest in visiting Happy Puppy Karaoke, its impact on loyalty may be limited. After visitors try and visit happy puppy karaoke live, they pay more attention to their own personal experience than recommendations from others. Therefore, personal experience and suitability of individual preferences can have a greater influence on Loyalty than Word of Mouth, so Word of Mouth is not always the dominant or main tool in increasing the loyalty of visitors to Happy Puppy Karaoke in Samarinda.

So it can be concluded that the influence of Word of Mouth on Loyalty in this research is not able to support Jiang's research et al., (2012) and Ozturk et al., (2016) as well as the results of research conducted by (Subiyantoro, 2021). However, the results of this research are able to support research from Mohamad et al., (2020) which suggests that the relationship between word variables of mouth towards loyalty declared not significant.

Happy Puppy Karaoke is a form of entertainment where consumers focus more on the experience of singing and interacting with their peers rather than the physical environment of the karaoke venue itself. Each individual has different preferences for the existing physical environment. Some consumers may be more sensitive to the interior design of a karaoke place, while other consumers may focus more on other aspects such as the personal experience they have after visiting Happy Puppy Karaoke. This personal experience has a greater influence in influencing the decision to recommend Happy Puppy Karaoke to others so that the physical environment provided by Happy Puppy is not the main thing that makes consumers loyal to Happy Puppy Karaoke.

Service Quality reflected in the assurance indicators does not have a significant effect on the Loyalty variable reflected in the recommend indicators. This means that perceptions and assessments of services can vary between individuals. What one person considers good service quality may not be the same as another person. Visitors to Happy Puppy Karaoke are more likely to form loyalties based on their own personal experiences rather than just the general quality of service. If visitors are happy with their singing experience, that can have a bigger impact on their loyalty than the overall quality of service.

Based on the results listed above, it can be interpreted that Happy Puppy Karaoke is an entertainment place where visitors mainly come to have fun and enjoy the karaoke experience. Place comfort factors such as design, furniture, or lighting do not have a significant influence on consumers' desire to recommend Happy Puppy Karaoke, so even though Happy Puppy Karaoke offers comfort for visitors, this does not mean that the comfort provided is able to make Happy Puppy Karaoke visitors loyal.

Trust is reflected in the benevolence indicator and does not have a significant effect on the Loyalty variable reflected in the recommend indicators. This can be interpreted as saying that Happy Puppy Karaoke is a commercial entertainment venue. In this context, visitors are more likely to view their relationship with Happy Puppy Karaoke as transactional, where an exchange of services occurs as a result of payment. Therefore, aspects of trust that are kind or kind are less dominant in influencing the loyalty or recommendations of visitors to Happy Puppy Karaoke. The personal experience felt by visitors can influence the level of consumer trust, where when consumers have a bad experience with Happy Puppy Karaoke it can damage

consumer trust and reduce the level of consumer loyalty to visit and even recommend Happy Puppy Karaoke.

Perceived value has a close relationship with customer satisfaction. If visitors feel high value from their experience after visiting Happy Puppy Karaoke then visitors will feel satisfied with the experience. The satisfaction felt by customers has a positive correlation with customer loyalty. Visitors to Happy Puppy Karaoke are satisfied and will visit again and recommend Happy Puppy Karaoke to other people. The theory put forward by Sirdeshmukh et al., 2002 supports the results of this research, namely the influence of Perceived Value towards Loyalty and findings This supports the results of research conducted by Molinilo et al. (2017) and (Kartanegara & Keni, 2021).

## **CONCLUSION**

Word of Mouth has no significant effect on Loyalty among visitors to Happy Puppy Karaoke in Samarinda. Furthermore, Word of Mouth also has an insignificant indirect effect on Loyalty through Trust and Perceived Value among visitors to Happy Puppy Karaoke in Samarinda so the meaning of this influence is recommendations, suggestions, and feedback, as well as the exchange of information regarding Happy Puppy Karaoke cannot improve visitors' desire to recommend Happy Puppy Karaoke.

Servicescape has no significant effect on Loyalty among visitors to Happy Puppy Karaoke in Samarinda, so the meaning of this influence is that the existing physical environment such as the design and appearance of the room at Happy Puppy Karaoke is not well designed or less attractive so visitors do not feel impressed or interested in recommend Happy Puppy Karaoke.

Service Quality has an insignificant effect on Loyalty among visitors to Happy Puppy Karaoke in Samarinda, so the meaning of this influence is that assurance, which involves customer confidence in the ability of staff or employees to provide good service, is unable to increase visitors' desire to recommend Happy Puppy Karaoke.

Convenience has an insignificant effect on Loyalty among visitors to Happy Puppy Karaoke in Samarinda, which means that the comfort of the place or condition of the Happy Puppy Karaoke room cannot increase visitors' desire to recommend Happy Puppy Karaoke.

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