The effects of word of mouth and service excellence on customer satisfaction: The mediating role of consumer trust (A case study of Warung Pinggiran Coffee Shop, Caringin, Bogor)

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ABSTRACT

This researcher's study aims to analyze influence from WoM and service excellence for customer satisfaction, with consumer trust as mediator at Kedai Kopi Warung Pinggiran Caringin Bogor. This study applied quantitative method by distributing questionnaires to 150 consumers of Kedai Kopi Warung Pinggiran. Researcher collected samples from purposive sampling with criteria that consumers who have bought coffee at Warung Pinggiran at least once and consumers aged 17 years and over. Data analysis with path method to assess correlation of all factors directly and indirectly. Study results proved WoM and Service Excellence significantly influenced Consumer Trust also Consumer Satisfaction in positive way. Consumer Trust also significantly influenced Consumer Satisfaction. In addition, WoM and Service Excellence are proven to have an indirect influence for Consumer Satisfaction with Consumer Trust as its mediator

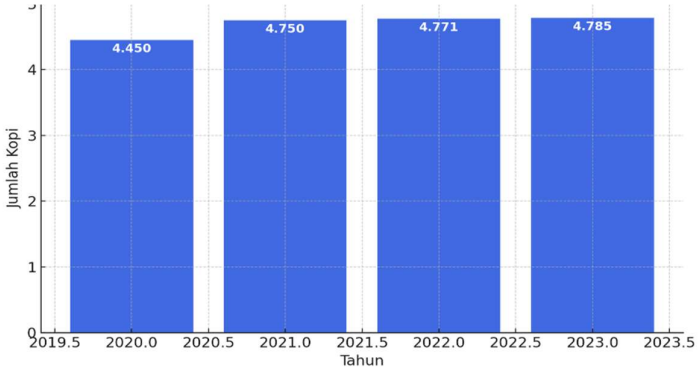
Keywords: *Word of Mouth; Service Excellence; Customer Satisfaction; Consumer Trust*

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INTRODUCTION

Business competition in the era of globalization is intensifying, encouraging every company to continue to improve service quality to remain competitive in the market. A deep understanding of consumer needs and preferences is an important element in formulating effective marketing strategies, especially in efforts to increase consumer satisfaction (Kotler & Keller, 2016). One sector that is experiencing rapid growth while facing high challenges is F&B field, specifically coffee shop business which is now part of the urban lifestyle (Suryani & Maulida, 2022).

Coffee has transformed from a beverage to a means of social interaction. Along with lifestyle changes, consumers now seek not only the quality of taste, but also the overall experience when enjoying coffee, including the ambience of the place, service, and comfort (Rohmah & Wahyuni, 2023). Figure 1 shows the consistent increase in coffee consumption in Indonesia, which by 2023 will reach 4.785 million bags. This reinforces the strategic role of coffee shops in the domestic consumption ecosystem and opens up research opportunities in marketing and service.



Source: cnbcindonesia.com, 2024
(Accessed on Monday, November 11, 2024)

Figure 1
Total Coffee Consumption in Indonesia

In the context of service marketing, customer satisfaction is one of the key indicators of business success. This indicator includes conformity to expectations, interest in visiting again, and willingness to recommend to others (Indrasari, 2019). Some of the variables that contribute to customer satisfaction include word of mouth, service excellence, and consumer trust. word of mouth is considered more credible and objective than advertising because it comes from consumers' personal experiences (Rizaldi, 2020). Meanwhile, service excellence is a superior service concept that includes aspects of ability, attitude, appearance, attention, action, and accountability (Kartika & Dewi, 2017). Consumer trust itself is a psychological component that is formed through perceptions of the benevolence, integrity, and competence of service providers (Priansa, 2017).

Previous research shows correlation of WoM with customer satisfaction (Qadhadfi, 2017), same goes to service excellence with satisfaction (Kasmir, 2017). However, several studies have found different results regarding whether consumer trust acts as a significant intervening variable (Sumadi et al., 2017). This creates a research gap that needs to be studied further.

This phenomenon is also seen in Caringin District, Bogor Regency, especially at Warung Pinggiran Coffee Shop. Despite carrying out a traditional concept and having a permanent customer base, the realization of this shop's revenue in 2023 only reached 77% of the target. A survey of 30 consumers showed that 68% of respondents expressed a lack of trust in the services provided, especially in the aspects of benevolence and competence. In addition, negative reviews from Google Reviews, Instagram, and Tiktok highlighted the slow service, inconvenience of the place, and mismatch of expectations. Interviews with managers showed that of the six service excellence indicators, only one was met, namely attitude.

Data recapitulating negative reviews from Google Reviews, Instagram, and Tiktok show that consumers are dissatisfied in the aspects of conformity to expectations, comfort of place, and slow service. In addition, the results of a pre-survey of 30 consumers showed that 68% of respondents expressed a lack of trust in the services provided by the shop, especially in the indicators of benevolence and competence. This low trust can have a negative impact on satisfaction and subsequent consumer behavior.

Service excellence is still not maximized. Interviews with the manager showed that of the six indicators set, only one was met, namely staff attitude. The other five indicators, including the ability to accommodate customers, staff appearance, accuracy in recording orders, speed of response, and responsibility for customer complaints, have not been met according to the standard.

This condition indicates that the low level of consumer trust, which is influenced by the quality of word of mouth and service excellence, contributes to not achieving optimal customer satisfaction. Interestingly, some previous research results show conflicting findings regarding correlation WoM with service excellence from consumer's satisfaction directly also indirectly, both through and without intervening factor which is customer trust.

Therefore, researcher's study aims to examine the effect of word of mouth and service excellence on consumer's satisfaction through their trust as mediator, with the object of study Warung Pinggiran Coffee Shop Caringin Bogor. Hopefully study's findings share its contribution for marketing strategies's development in micro businesses, especially in increasing consumer trust and customer satisfaction through a service excellence approach and more effective communication.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

Ramdan and Sufyani (2019) explained management described as management of corporate resources' management whether in effective or efficient way to gain visions by its planning, directing, organizing, even supervising process. From Sudarsono (2020), marketing management considered as plan with implement process including organize, direction, or coordinate of company's operations to gain its goals.

Explained by Indrasari (2019), customer satisfaction described as individual's emotion level towards expected quality. In measuring customer satisfaction, several indicators are needed that can describe the extent to which consumer expectations are met. Indrasari (2019) identifies 3 indicators of this factor: match of expectations with performance, intention to revisit, also willingness to recommend business to others. From Priansa (2017), consumer trust refers to whole knowledges of consumers including their conclusions of product, features, or even benefits. In an effort to assess their trust level for product or service, clear also measurable indicators are needed. Priansa (2017) describes consumer trust through three indicators: benevolence, which reflects the

business's concern for consumers; integrity, which reflects honesty and consistency; and competence, which refers to the ability to provide reliable products and services.

From Lau and Ng (2001), WoM or Word of Mouth described as activity to give information related to product, brand, and service is spread from one individual to another through verbal communication, either directly or indirectly. According to Lau and Ng (2001), WoM can be detected by several indicators to determine whether WoM is successful or not, as follows: Lau and Ng (2001) identify 3 factors of WoM: valence, or both positive and negative category of materials/information; volume, or amount & frequency of information shared; and content, or the substance of the information communicated.

Concluded by Kartika and Dewi (2017), service excellence called as best service which suits consumer expectations and needs. In other words, good service is service that meets established quality standards. Kartika and Dewi (2017) explain service excellence through six indicators: ability, attitude, appearance, attention, action, and accountability. Together, these indicators describe employees' competence, conduct, professional presentation, attentiveness to customers, speed and accuracy in service, and responsibility for service outcomes.

WoM can shape consumer trust because consumers often rely on information shared by people whose experiences they consider credible. Positive accounts of a product or service may strengthen beliefs about its quality and reliability. This explanation correlated to Septyandani et al., (2020), who explained WoM gives its position to build consumer trust

Service excellence may foster consumer trust when employees provide professional, friendly, and consistent service. These experiences can make consumers feel valued and increase their confidence in the business. Lesnussa and Warbal (2023) also reported a positive relationship between service excellence and consumer trust.

Positive word of mouth may also increase customer satisfaction by shaping expectations before a purchase or visit. When the actual experience suits those predictions, consumers can be said satisfying. Isniati et al., (2024) reported significantly correlation of WoM with consumer satisfaction in positive way.

Service excellence affected consumer satisfaction. Helpful, accurate, and responsive service can create a pleasant customer experience and strengthen positive perceptions of the business. Rahmadoni et al., (2022) found significantly correlation of this element for consumer satisfaction in positive way.

Consumer trust can contribute to customer satisfaction because confidence in a business may help consumers feel safer and more comfortable during transactions. When consumers believe that a business is honest and capable of delivering what it promises, their experience may be evaluated more positively. Baihaqi and Artanti (2016) examined the relationship between consumer trust and customer satisfaction.

Apart from direct influence, WoM showed its correlation with consumer satisfaction indirectly by trust as mdiator. Information conveyed verbally by other consumers will form trust, and when this trust is formed, satisfaction will also increase. Research by Hamzah et al., (2023), revealed correlation of WoM with consumer satisfaction through their trust.

Likewise, service excellence showed its correlation with consumer satisfaction indirectly by trust as mediator. Good service encourages trust, and high trust will increase satisfaction. Afinia and Tjahjaningsih (2024), explained service excellence brought impact for consumer satisfaction n positive way by their trust as its mediator.

Correlation proposed in researcher's study are summarized in Figure 2. The framework shows direct influence from WoM also service excellence for consumer trust also their satisfaction, as well its influence indirectly for both independent factors on customer satisfaction with consumer trust as mediator.

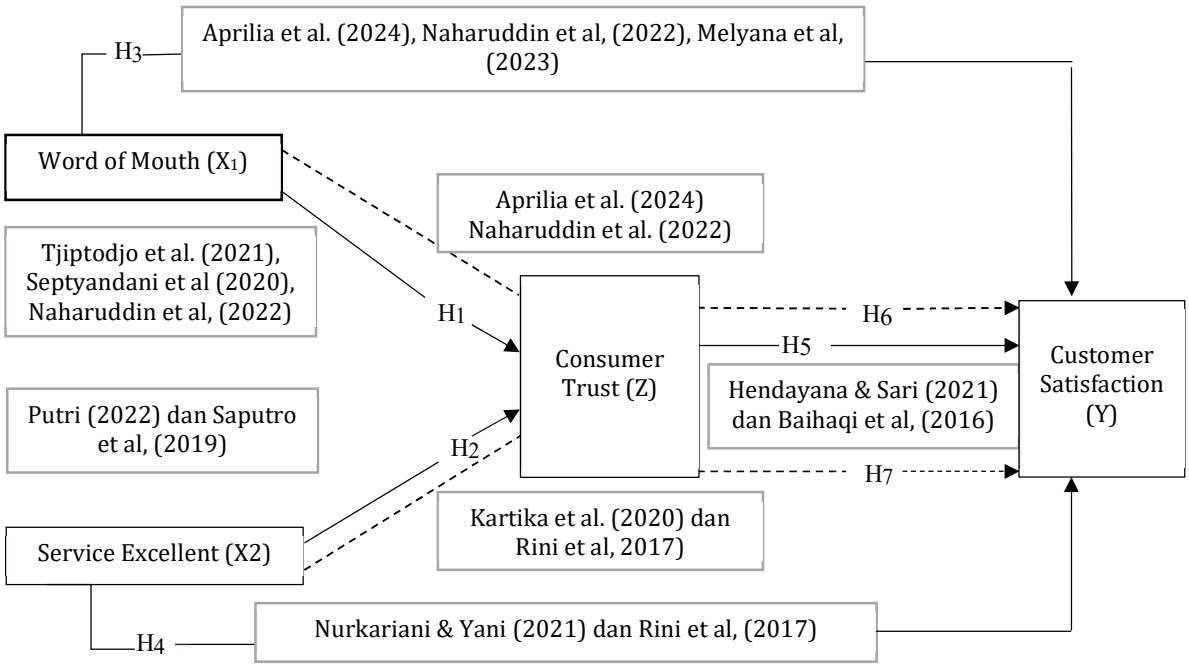


Figure 2
Framework of Thought

Description
----------▶ = Indirect Effect
----------→ = Direct Effect

From research questions that have been stated, hypothesis are formulated:

H1: An influence of WoM on consumer trust among customers of Warung Pinggiran Coffee Shop, Caringin, Bogor in positive way.

H2: An influence of Service excellence on consumer trust among customers of Warung Pinggiran Coffee Shop, Caringin, Bogor in positive way.

H3: An influence of WoM on customer satisfaction among customers of Warung Pinggiran Coffee Shop, Caringin, Bogor in positive way.

H4: An influence of Service excellence on customer satisfaction among customers of Warung Pinggiran Coffee Shop, Caringin, Bogor in positive way.

H5: An influence of Consumer trust on customer satisfaction among customers of Warung Pinggiran Coffee Shop, Caringin, Bogor in positive way.

H6: A positive influence of WoM on customer satisfaction indirectly through consumer trust among customers of Warung Pinggiran Coffee Shop, Caringin, Bogor.

H7: A positive influence of Service excellence on customer satisfaction indirectly through consumer trust among customers of Warung Pinggiran Coffee Shop, Caringin, Bogor.

METHOD

Researcher applied descriptive study to determine respond of consumers to Warung Pinggiran Coffee Shop regarding word of mouth and service excellence on customer satisfaction by their trust as mediator. From Sugiyono (2019), this type of study aims to check assumption of this study findings by statistical analysis to prove accepting or rejecting assumptions. For researcher's study method using verification to determine percentage of influence WoM and service excellence for customer satisfaction.

In addition, this study applied path analysis. Explained by Setyaningsih (2020), this method mainly assess percentage of correlation various factors directly or indirectly. Path technique focused to check influence from WoM also service excellence for customer satisfaction by their trust as mediator.

Study population comprised all buyers aged 17 years and older who had purchased from Warung Pinggiran Coffee Shop at least once. A total of 150 eligible consumers were selected using purposive sampling. The manuscript should report the actual rationale or calculation used to determine this sample size; no calculation should be claimed unless it was performed.

Researcher collected data by: 1) sharing questionnaires with indicators of all factors; 2) conducting in-depth interviews to fill study analysis, interviews were conducted by asking consumers of Warung Pinggiran Coffee Shop and asking them verbally. This was done in order to research, collect and retrieve information related to the research needed; 3) literature study to found secondary data by reviewing or reading literature in the form of reference books, research journals, and other literature related to the problem under study.

The study involved 150 respondents selected purposively. Eligible respondents were at least 17 years old and had purchased from Warung Pinggiran Coffee Shop at least once. These criteria ensured that respondents had direct experience with the business and could assess all elements of researcher's study (Sugiyono, 2019). Manuscript should state its actual basis for assess size of study sample; if a formal calculation or sampling rule was applied, its source and calculation should be added here.

1. Descriptive analysis: is a data analysis technique used to describe and explain the data collected. This provides concise and clear description from data so that readers can understand the data objectively and carefully (Sugiyono, 2019).
2. Verification analysis: is a type of analysis for checking assumptions or ascertain certainty of truth regarding the theory, model, or assumption used to check causal correlation amongst elements.
3. Path method: method for research to find depth of causal correlation of elements in a model, include its goal which is describing influence of both exogenous also endogenous elements directly or indirectly.
4. The coefficient of determination analysis : according to Ghozali (2018), the coefficient of determination value between (0) and (1) is used to measure the degree of ability of a model in explaining variations in the dependent variable.
5. t (Partial): Explained by Sugiyono (2020), This partial focused to evaluate influence of independent for dependent element partially from regression coefficient whether shows its effect or not.

RESULTS AND DISCUSSION

Consumers are male or female buyers aged 17 years and over and have made at least 1 purchase at Warung Pinggiran Coffee Shop. Based on the description of the characteristics

of 150 consumers of Kedai Kopi Warung Pinggiran which included as samples, consumer criteria explained in Table 1.

Table 1
Characteristics of Consumers of Warung Pinggiran Coffee Shop

No.	Characteristics	Criteria	Percentage (%)
1	Gender	Criteria	71
2	Age	17-26 years old	63
3	Education level	High School Equivalent	43
4	Employment leve	Student/Student	53
5	Income/month	Rp1.100.000,- – Rp2.000.000,-	41

Source: Data Processed, 2025

Table explained more than half of buyers in Kedai Kopi Warung Pinggiran are male categorized 17-26 years, the last education is high school equivalent, student occupation, monthly income ranges from IDR 1,100,000 - IDR 2,000,000. which shows that this segment is very potential in forming positive word of mouth and assessing service excellence, so that building consumer trust is an important key in increasing customer satisfaction according to the research focus.

The first equation checked correlation of both independent elements for consumer trust. Finding proved:

Table 2
First Equation Correlation Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781[a]	.609	.604	3,56324

Source: Data Processed, 2025

Table explained Adj. R2 score showed 0.604, which indicates influence from WoM with service excellence for consumer trust reached 60.4%. Correlation coefficient from second equation proved:

Table 3
Second Equation Correlation Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.888[a]	.789	.785	2.68978

Source: Data Processed, 2025

Table explained Adj. R2 score showed 0.785. which indicates influence from WoM, service excellence and consumer trust for customer satisfaction reached 78.5%.

First Equation Path Analysis Results

The first substructural path method showed WoM (X1) also service excellence (X2) affected consumer trust (Z). Its purpose is to estimate direct role of independent elements for consumer trust while other element called constant. The standardized path coefficients and T results explained in Table 4. A correlation showed significant when its p score is below 0.05; assumptions are supported when the coefficient is in the hypothesized positive direction and the significance criterion is met.

Table 4 presents the regression coefficients for the first substructural equation, showing the direction, magnitude, and statistical significance of influence from WoM with service excellence for consumer trust.

Table 4
First Sub Structural Path Analysis

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,266	2,792		,453	,651
	Word of Mouth (X1)	,882	,064	,738	13,787	,000
	Service Excellent (X2)	,095	,041	,125	2,334	,021

Source: Data Processed, 2025

$$Z = \rho_{ZX1}.X_1 + \rho_{ZX2}.X_2 + \rho_{Z\varepsilon}$$
$$Z = 0{,}738X_1 + 0{,}125X_2 + 0{,}391$$

From coefficient score of WoM (X1), considered positive one, 0.738. It proves other elements called constant and WoM has increased by 0,01, consumer trust (Z) also get higher by 73.8%. Meanwhile, coefficient score of service excellence (X2) is positive with 0.125. It proves other elements called constant and service excellence has increased by 0,01, consumer trust (Z) also get higher by 12.5%.

Second Equation Path Analysis Results

The second substructural path checked influence from WoM (X1), service excellence (X2), also consumer trust (Z) for customer satisfaction (Y). It estimates the direct contribution of each predictor to satisfaction while controlling for the other predictors. Table 5 reports the regression coefficients and t-test results. In 0,05 significant score, p score < 0.05 proved influence in significant way; the direction of the coefficient is then checked against the proposed hypothesis.

Table 5 summarizes second substructural equation, including coefficients of WoM, service excellence, also consumer trust as predictors of customer satisfaction.

Table 5
Second Sub Structural Path Analysis

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,851	2,109		1,826	,070
	Word of Mouth (X1)	,338	,073	,276	4,620	,000
	Service Excellent (X2)	,238	,052	,131	4,561	,015
	Kepercayaan Konsumen (Z)	,666	,062	,650	10,693	,000

Source: Data Processed, 2025

By that table, second structural equation model explained:

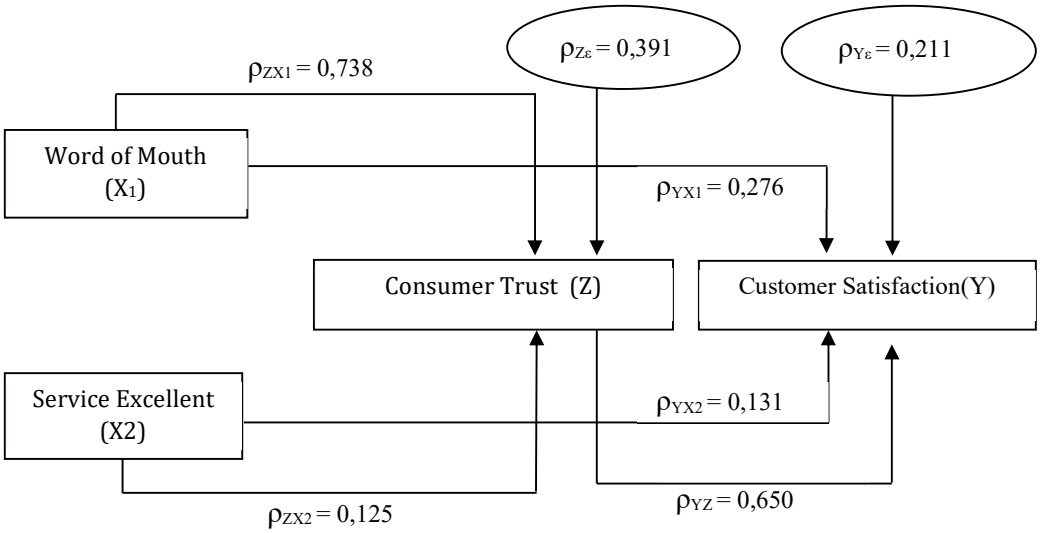
$$Y = \rho_{YX1}.X_1 + \rho_{YX2}.X_2 + \rho_{YZ}.Z + \rho_{Y\varepsilon}$$
$$Y = 0{,}276X_1 + 0{,}131X_2 + 0{,}650Z + 0{,}211$$

Coefficient score of WoM (X1) considered positive by its score is 0.276. It proves other elements called constant when WoM has increased by 0,01, customer satisfaction

(Y) also get higher by 27.6%. Furthermore, coefficient score of service excellence (X2) considered positive by its score is 0.131. It proves other elements called constant when service excellence by 0,01, customer satisfaction (Y) also get higher by 13.1%. Meanwhile, coefficient score of consumer trust (Z) considered positive by its score is 0.650. It proves other elements called constant when consumer trust has increased by 0,01, consumer satisfaction (Y) also get higher by 65%.

Recapitulation of Path Analysis Results

Figure 3 presents path diagram with standardized coefficients for 2 structural equations. It illustrates direct paths from WoM also service excellence to consumer trust and satisfaction, together with path from consumer trust to customer satisfaction. This diagram also displays residual terms for each equation.



Source: Data Processed, 2025

Figure 3
Path Diagram Model

First Equation Hypothesis Test

Test of this first equation focused on checking respective influence from WoM (X1) with service excellence (X2) for consumer trust (Z) by T or Partial method. Table 6 explained T-Test result from first equation:

Table 6
First Equation t-test Results

Variables	R^2	Regression Coefficient	Path Coefficient	T score	P score
Word of Mouth (X_1)	0,609	0,882	0,738	13,787	0,000
Service Excellent (X_2)		0,095	0,125	2,334	0,021

Source: Data Processed, 2025

Here is description of table 6:

1. T score of WoM is 13.787 which ttable showed α is 0.05 also dk = n - k -1 = 150-2-1 = 147 of 1.655, proves that score bigger than its table score (13.787> 1.655). Means accepting Ha1 but rejecting H01, which indicates influence from WoM for consumer trust directly at Warung Pinggiran Coffee Shop in positive way.
2. T score of service excellent is 2.334 which ttable showed α is 0.05 also dk = n - k -1 = 150-2-1 = 147 is 1.655, proves that score bigger than its table score (2.334> 1.655). Means accepting Ha2 but rejecting H02 which indicates influence from service excellent for consumer trust directly at Warung Pinggiran Coffee Shop in positive way.

Second Equation Hypothesis Test

Table 7 explained T-Test result from second equation:

Table 7
Second Equation t-test Results

Variables	R^2	Regression Coefficient	Path Coefficient	T score	P score
Word of Mouth (X_1)		0,338	0,276	4,620	0,000
Service Excellent (X_2)	0,789	0,238	0,131	4,561	0,015
Consumer Trust (Z)		0,666	0,650	10,693	0,000

Source: Data Processed, 2025

Here is description of table 7:

1. T score of WoM is 4.620 which ttable showed α is 0.05 also dk = n - k -1 = 150-3-1 = 146 of 1.655, proves that score bigger than its table score (4.620> 1.655). Means accepting Ha3 but rejecting H03, which indicates influence from WoM for consumer satisfaction directly at Warung Pinggiran Coffee Shop in positive way.
2. T score of service excellent is 4.561 which ttable showed α is 0.05 also dk = n - k -1 = 150-3-1 = 146 of 1.655, proves that score bigger than its table score (4.561> 1.655). Means accepting Ha4 but rejecting H04, which indicates influence from service excellent for consumer satisfaction directly at Warung Pinggiran Coffee Shop in positive way.
3. T score of consumer trust is 10.693 which ttable showed α is 0.05 also dk = n - k -1 = 150-3-1 = 146 of 1.655, proves that score bigger than its table score (10.693> 1.655). Means accepting Ha5 but rejecting H05, which indicates influence from consumer trust for consumer satisfaction directly at Warung Pinggiran Coffee Shop in positive way.

Table 8 summarizes the decisions for the five direct-effect hypotheses tested using the t-statistics and significance values reported in Tables 6 and 7. The table indicates whether each proposed relationship is statistically supported at the 5% significance level.

Table 8
Recapitulation of T-test Results

No	Hypothesis	Statistical Test	Decision	Conclusion
1	Word of mouth has a direct and positive effect on consumer trust.	13,787 > 1,655 0,000 < 0,05	Accepting H_a	Positive & Direct influence
2	Service excellent has a direct and positive effect on consumer trust.	2,334 > 1,655 0,021 < 0,05	Accepting H_a	Positive & Direct influence
3	Word of mouth has a direct and positive effect on customer satisfaction.	4,620 > 1,655 0,000 < 0,05	Accepting H_a	Positive & Direct influence
4	Service excellent has a direct and positive effect on customer satisfaction.	4,561 > 1,655 0,015 < 0,05	Accepting H_a	Positive & Direct influence
5	Consumer trust has a direct and positive effect on customer satisfaction.	10,693 > 1,655 0,000 < 0,05	Accepting H_a	Positive & Direct influence

Sobel Test

This assessed consumer trust as mediator for correlation WoM and service excellence with customer satisfaction individually. Sobel evaluates whether each indirect influence proves different from 0 by combining relevant regression coefficients and their standard errors. This mediation output summarized below; which checked by Sobel Calculator for Mediation's significant level.

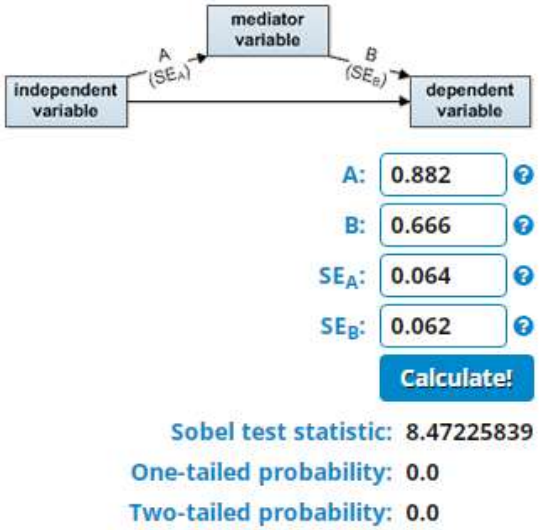
Table 9
Sobel Test Output Results

a_1	a_2	b	SE_{a1}	SE_{a2}	SE_b
0,882	0,095	0,666	0,064	0,041	0,062

Source: Data Processed, 2025

Description:
a : Unstd. *B* Y against Z;
b1 : Unstd. *B* X1 against Z;
b2: Unstd. *B* X2 against Z;
SEa : Std. Error from coefficient of Y against Z;
SEb1 : Std. Error from path coefficient of X1 against Z;
SEb2 : Std. Error from path coefficient of X2 against Z.

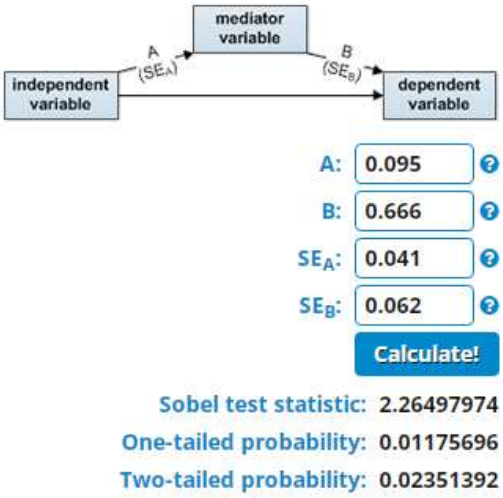
To prove its accuration, Sobel Calculator program applied. Here are these results:



Source: Output Sobel Test Calculator for the Significance of Mediation, 2025

Figure 4
Sobel Test Calculator Results

To prove its accuration, Sobel Calculator program applied. Here are these results.



Source: Output Sobel Test Calculator for the Significance of Mediation, 2025

Figure 5
Sobel Test Calculator Results

Table 10 summarizes Sobel results for 2 indirect-effect hypotheses. Calculated scores compared to its sig. level of 0,05 to determine whether consumer trust statistically mediates each correlation in significant way.

Table 10
Recapitulation of Sobel Test Results

No.	Hypothesis	Statistical Test	Decision	Conclusion
1	A positive influence of WoM for customer satisfaction indirectly by consumer trust.	8,47 > 1,65	Accepting H_a	Positive & indirect influence
2	A positive influence of Service excellent for customer satisfaction indirectly by consumer trust.	2,26 > 1,65	Accepting H_a	Positive & indirect influence

Source: Data Processed, 2025

Recapitulation of overall hypothesis test will be explained in Table 11.

Table 11
Recapitulation of the Overall Hypothesis Test

No.	Hypothesis	Statistical Test	Statistical Test	Conclusion
1	A positive influence of WoM on consumer trust directly.	13,787 > 1,655	Accepting H_a	Positive & Direct influence
2	A positive influence of Service excellent on consumer trust directly.	2,334 > 1,655	Accepting H_a	Positive & Direct influence
3	A positive influence of WoM on consumer satisfaction directly.	4,620 > 1,655	Accepting H_a	Positive & Direct influence
4	A positive influence of Service excellent on consumer satisfaction directly.	4,561 > 1,655	Accepting H_a	Positive & Direct influence
5	A positive influence of Consumer trust on consumer satisfaction directly.	10,693 > 1,655	Accepting H_a	Positive & Direct influence
6	A positive influence of WoM for customer satisfaction indirectly by consumer trust.	8,47 > 1,65	Accepting H_a	Positive & indirect influence
7	A positive influence of Service excellent for customer satisfaction indirectly by consumer trust.	2,26 > 1,65	Accepting H_a	Positive & indirect influence

Source: Data Processed, 2025

Influence from WoM for Consumer Trust

T score of WoM is 13.787 which ttable showed α is 0.05 also dk = n - k -1 = 150-2-1 = 147 of 1.655, proves that score bigger than its table score (13.787> 1.655). Means accepting Ha1 but rejecting H01, which indicates influence from WoM for consumer trust directly at Warung Pinggiran Coffee Shop in positive way. This result is supported by consumer responses regarding WoM where most buyers often show good WoM towards Kedai Kopi Warung Pinggiran, indicated by positive content, high frequency of sharing experiences (volume), and good tone or perception (valence) of services and products.

This finding indicates WoM from buyers of shop are better, customer trust in Warung Pinggiran Coffee Shop gets stronger. Their trust increases because they tend to trust all things related to experiences of other people who are considered credible, such as friends or family. When consumers hear pleasant experiences about the taste of coffee,

service, or atmosphere at Warung Pinggiran Coffee Shop, this encourages trust and confidence to try and become loyal consumers.

The theory put forward by Naharudin et al. (2020) supports study's result which is consumer trust gets affected by WoM. Study's finding consistent with several studies from Septyandani, et al (2020) that proved WoM element directly and significantly influenced consumer trust in positive way.

Influence from Service Excellence for Consumer Trust

T score of service excellent is 2.334 which ttable showed α is 0.05 also dk = n - k -1 = 150-2-1 = 147 is 1.655, proves that score bigger than its table score (2.334> 1.655). Means accepting Ha2 but rejecting H02 which indicates influence from service excellent for consumer trust directly at Warung Pinggiran Coffee Shop in positive way. This result is supported by consumer responses regarding service excellence where most consumers mostly assess Kedai Kopi Warung Pinggiran as having good service, with professional, friendly, and responsive staff. The neat appearance of the staff and the attention given create a positive experience for consumers, who feel satisfied with the fast and responsible actions in meeting consumer needs.

This proves if company provides better service, their customer trust gets stronger. Service excellent aspects include ability (ability of employees to provide services), attitude (friendly and polite attitude), appearance (neat and professional appearance), attention (attention to consumer needs), action (fast and precise action in serving), and accountability (responsibility for the services provided) play an important role in creating positive experiences that encourage the growth of trust in the shop.

Naharudin et al. (2020) in their theory supports study's finding which suggest service excellence influenced customer trust. This finding strengthens previous studies from Saputro et al (2019) that proved service excellence element directly and significantly influenced consumer trust in positive way.

Influence from WoM for Consumer Satisfaction

T score of WoM is 4.620 which ttable showed α is 0.05 also dk = n - k -1 = 150-3-1 = 146 of 1.655, proves that score bigger than its table score (4.620> 1.655). Means accepting Ha3 but rejecting H03, which indicates influence from WoM for consumer satisfaction directly at Warung Pinggiran Coffee Shop in positive way. This proved if WoM that customers received gets more positive customer satisfaction on shop will be stronger.

WoM which includes valence, volume, and content has huge influence because consumers tend to be more confident and satisfied when recommendations or reviews come from trusted sources, and reflect consistent service and product quality. In addition, WoM also creates realistic expectations before consumers visit, so that when the consumer experience matches or exceeds these expectations, satisfaction percentage increases significantly.

Theory by Wati et al. (2021) supports this finding which customer satisfaction gets affected by positive WoM. Some findings related to studies from Aprilia et al. (2024) that proved WoM directly and significantly influenced consumer satisfaction in positive way.

Influence from Service Excellence for Consumer Satisfaction

T score of service excellent is 4.561 which ttable showed α is 0.05 also dk = n - k -1 = 150-3-1 = 146 of 1.655, proves that score bigger than its table score (4.561> 1.655). Means accepting Ha4 but rejecting H04, which indicates influence from service excellent for consumer satisfaction directly at Warung Pinggiran Coffee Shop in positive way.

Study proved if company provides better shop service quality, customer satisfaction gets higher. Service excellent indicators include ability (staff ability to provide services), attitude (friendliness and politeness), appearance (cleanliness and tidiness of appearance), attention (attention to consumer needs), action (speed and accuracy of service), and accountability (responsibility for service results) contribute greatly to creating a positive experience that makes consumers feel valued and satisfied.

Related to theory explained perfect service excellence service influenced customer satisfaction (Wati et al., 2021). This finding strengthens previous studies from Rini et al. (2017) that proved service excellence directly and significantly influenced consumer satisfaction in positive way.

Influence from Consumer Trust for Consumer Satisfaction

T score of consumer trust is 10.693 which ttable showed α is 0.05 also dk = n - k -1 = 150-3-1 = 146 of 1.655, proves that score bigger than its table score (10.693> 1.655). Means accepting Ha5 but rejecting H05, which indicates influence from consumer trust for consumer satisfaction directly at Warung Pinggiran Coffee Shop in positive way. This result is supported by consumer responses regarding consumer trust where most of the majority believe in Kedai Kopi Warung Pinggiran showing a high level of trust, feeling that this shop cares and has good intentions towards consumers.

Consumers think this shop has good integrity in transactions and services. In addition, consumers also feel confident in the competence of Kedai Kopi Warung Pinggiran in providing adequate products and services, which strengthens consumers' trust in the shop. If trust from customers gets stronger, likelihood of them to make transactions will be higher as well. Consumer trust is reflected through three main indicators, namely benevolence (shop concern for consumer interests), integrity (honesty and consistency in service), and competence (shop ability to provide quality products and services). These three indicators form consumer trust that Warung Pinggiran Coffee Shop is reliable, so that consumers feel safe and satisfied in every transaction and interaction that occurs.

This finding is in accordance with theory from Wati et al. (2021) which explained consumer trust influenced their satisfaction. This finding strengthens previous studies from Siswadi (2022), Baihaqi and Artanti (2016), and Soegoto (2013) that proved consumer trust directly and significantly influenced consumer satisfaction in positive way.

Influence from WoM for Consumer Satisfaction mediated by Consumer Trust

Table 10 explained a positive influence of WoM for customer satisfaction indirectly by consumer trust as mediator at Warung Pinggiran Coffee Shop. This indicates WoM influenced customer satisfaction not only in direct way but also with trust as its mediator.

WoM which includes valence (positive tone), volume (number of conversations), and content (content of information) is able to make good opinion from their customers, which then forms trust through three main indicators: benevolence (shop concern for consumers), integrity (honesty and consistency of service), and competence (ability to present products and services). When this trust has been formed, customers will feel satisfied because expectations also needs have been met properly.

Study's finding strengthens previous studies from Saputra et al. (2020) and Naharuddin et al. (2022) that proved WoM directly and significantly influenced consumer satisfaction with its mediator, consumer trust.

Influence from Service Excellence for Consumer Satisfaction mediated by Consumer Trust

Table 10 explained a positive influence of Service excellent for customer satisfaction indirectly by consumer trust as mediator at Warung Pinggiran Coffee Shop. This means that superior service first builds consumer trust, which in turn has an impact on increasing satisfaction. Services that include ability (staff ability to serve), attitude (friendliness and positive attitude), appearance (neat appearance), attention (attention to consumer needs), action (fast and precise action), and accountability (responsibility for service) create a positive experience that makes consumers feel valued and prioritized.

This experience then strengthens indicators include benevolence, integrity, also competence, which are priority basis in shaping overall customer satisfaction. This trust then becomes a strong foundation for overall consumer satisfaction, because consumers feel confident that the company will always provide the best and meet consumer needs properly (Kotler and Keller, 2016).

Study's finding strengthens previous studies from Kartika et al. (2020) that proved service excellence directly and significantly influenced consumer satisfaction with its mediator, consumer trust.

CONCLUSION AND SUGGESTIONS

Based on consumer responses, customer satisfaction at Warung Pinggiran Coffee Shop was categorized as satisfied, with intention to revisit receiving the highest score and willingness to recommend the lowest. Consumer trust was categorized as high, with benevolence receiving the highest score and competence the lowest. Word of mouth was categorized as good, with volume receiving the highest score and content the lowest. Service excellence was also categorized as good, with ability receiving the highest score and attitude the lowest.

The hypothesis tests further proved WoM and service excellence significantly influenced consumer trust at Warung Pinggiran Coffee Shop individually. WoM, service excellence, and also customer trust significantly influenced consumer satisfaction at Warung Pinggiran Coffee Shop individually. Lastly, WoM and service excellence significantly influenced consumer satisfaction with consumer trust as mediator at Warung Pinggiran Coffee Shop individually.

Regarding customer satisfaction, willingness to recommend received the lowest score. Management could improve the overall customer experience by strengthening service quality and the café atmosphere. Referral or reward initiatives for customers who bring new visitors may also encourage recommendations. Consumer trust received its lowest score on competence. The café could address this by providing regular staff training in product knowledge, service skills, and complaint handling. Maintaining consistent product and service quality would also help reinforce customer confidence. For word of mouth, content received the lowest score.

The café could encourage customers to share detailed feedback through social media and review platforms. Distinctive menu items, community events, and attractive photo spots may also give customers more meaningful experiences to share. Attitude was the lowest-rated indicator of service excellence. Focused training in friendliness, empathy, and effective communication could help staff improve their interactions with customers. A supportive work culture and recognition of good service may further encourage employees to serve customers warmly and sincerely.

Future studies could examine additional factors that may influence customer satisfaction, including personal needs, previous experiences, and external communication.

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