

ABSTRACT

This study aims to determine the role of customer delight in mediating the effect of experiential value on Word of Mouth (WOM) for fine dining restaurant customers in Indonesia. The research data were analyzed statistically descriptively by using the Partial Least Square (PLS) method. Questionnaires were distributed using purposive sampling technique in order to obtain a sample from 250 respondents.

The results of this study found that the experiential value variables that supported by the dimensions of customer escapism, food and beverage excellence and customer efficiency showed an influence on customer delight and on WOM, but among the three dimensions only food and beverage excellence showed a strong influence on WOM and on customer delight. The results of the indirect effect found that the experiential value variable supported by the food and beverage excellence dimension had a perfect effect on WOM when mediated by customer delight variable, the experiential value variable supported by the customer escapism dimension also influenced the WOM when mediated by customer delight variable.

The novelty of this study lies in the discovery of the experiential value variable which is supported by the dimensions of aesthetic experience and service excellence that does not show an effect neither to customer delight nor WOM, and the variable of customer delight does not play a perfect role in mediating the effect of the dimensions of aesthetic experience, service excellence dimensions and customer efficiency on WOM.

The managerial implication of this research is that the value of the experience for customers can be increased through attractive food and beverage offerings at appropriate temperatures, customer escapism that are built by providing facilities equipped with a delightful touch. Friendliness, concern for employees are added in order to improve service excellence and customer efficiency. Aesthetic experiences are achieved through beautiful interior design so that customers spread WOM.

