

## **The Influence of Price Perception and Customer Experience on Purchase Intention Mediated by Customer Satisfaction (Empirical Study: Hai Di Lao Restaurant Consumers in Jakarta)**

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### **KEYWORDS**

price perception, customer  
experience, customer  
satisfaction, purchase  
intention, Hai Di Lao

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### **ABSTRACT**

The purpose of this research is to analyze further the relationship and influence of price, customer experience on purchase intentions which is mediated by customer satisfaction on purchase intentions at the Hai Di Lao restaurant. The method used in this research is a quantitative method and was processed using AMOS. The survey was conducted on 155 respondents who met the respondent criteria using non-probability sampling. The research found that price perception, customer experience, and customer satisfaction did not significantly influence the purchase intention. Meanwhile, price perception and customer experience had a significant influence on customer satisfaction. On the other hand, price perception and customer experience also did not significantly influence purchase intention. The limitation of the research was the limited respondents, with 155 respondents domiciled in Jakarta who have visited Hai Di Lao restaurant in Jakarta. This research could be generalized more widely if the samples were taken not only from Jakarta City. The implications of this research provided managerial contributions to the food and beverages industry, especially an overview of customer experience and an understanding of the factors influencing increased purchase intentions, such as price perception, customer experience, customer satisfaction, and purchase intention. So, managers can develop a business strategic plan that aligns with internal and external company conditions.

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### **Introduction**

Since entering the Indonesian culinary industry, Hotpot restaurants have become quite popular among the public. Some of them are Hai Di Lao Hotpot, The Social Pot, Shu Guo Yin Xiang, Eight Treasures Silver, and etc. Among those restaurants, Hai Di Lao rated first in Indonesia in the year 2022 ([pergikuliner.com](http://pergikuliner.com)). Hai Di Lao Hotpot is known as a restaurant with excellent that includes nail art for women, leather shoe polish,

bonus snacks or snacks, and what feels most distinctive about Hai Di Lao Hotpot is the presence of mask dancer Bian Lian (Rendi Widodo, 2019).

These dances and attractions make consumers feel interesting and unforgettable experiences and sensations. According to (Izogo & Jayawardhena, 2018), Customer Experience is variously defined as an overall picture of all the instructions that customers perceive in the purchasing process (Deng et al., 2010). The average price per person for eating at Hai Di Lao is around IDR 200,000. This makes the price of Hai Di Lao relatively high. According to Alma (2018: 169), price is the value of a product which is expressed and measured using money.

Customer satisfaction can be interpreted as a form of effort to fulfill something or make something fulfilled. Basically, Customer Satisfaction is a situation where customer needs, desires and expectations can be met with a product or service that the customer obtains or consumes (Christine, Fuad, 2022). On the other hand, purchase intention is something that represents consumers who have the possibility, will, plan or are willing to buy a product or service in the future (Schiffman et al., 2011).

Based on the above facts and data, the researcher is interested in investigating whether price perception, customer experience and customer satisfaction influencing purchase intentions. Through this research, businesses can be assisted in formulating marketing strategies, especially on customer experience, by applying the best customer service suited with the restaurant and to decide the best price that suited the customer's perception. The researcher is also interested in adding one variable as a mediator, which may be perceived by consumers who has visited Hai Di Lao restaurant in Jakarta.

Considering the researcher's residence is in DKI Jakarta and Hai Di Lao Hotpot is quite well known in Jakarta, this research focuses on Hai Di Lao restaurant consumers in Jakarta. The aim of this study is to analyze the relationships and influence of celebrity endorsers, price, and social media on purchase decisions mediated by brand image.

More specifically, the research objectives are: 1. To analyze the influence of price perception on customer satisfaction for Hai Di Lao restaurant consumers in Jakarta. 2. To analyze the influence of customer experience on customer satisfaction for Hai Di Lao restaurant consumers in Jakarta. 3. To analyze the influence of customer satisfaction on purchase intention for Hai Di Lao restaurant consumers in Jakarta. 4. To analyze the influence of price perception on purchase intention for Hai Di Lao restaurant consumers in Jakarta. 5. To analyze the influence of customer experience on purchase intention for Hai Di Lao restaurant consumers in Jakarta. 6. To analyze the influence of price perception purchase intention through customer satisfaction for Hai Di Lao restaurant consumers in Jakarta. 7. To analyze the influence of customer experience on purchase intention through customer satisfaction for Hai Di Lao restaurant consumers in Jakarta.

## **Theoretical Framework**

### **Price Perception**

Price Perception according to Kotler and Armstrong (Salim et al., 2020) is the value contained in a price which is related to the benefits and ownership or use of a product or service. Thus, the following hypothesis can be formulated:

**Hypothesis-1: Price Perception has a positive and significant effect on Customer Satisfaction.**

**Hypothesis-4: Price Perception has a positive and significant effect on Purchase Intention.**

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### **Customer Experience**

Customer Experience is generally defined as a holistic nature, involving cognitive, affective, emotional, social and physical customer contact with direct or indirect contact with a service provider, brand or product (Hasniati et al., 2021).

**Hypothesis-2: Customer Experience has a positive and significant effect on Customer Satisfaction.**

**Hypothesis-5: Customer Experience has a positive and significant effect on Purchase Intention.**

### **Customer Satisfaction**

According to (Kotler & Keller, 2016), Customer Satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception or impression of performance which is below expectations, the customer is dissatisfied (Prianggoro & Sitio, 2020). Therefore, the following hypothesis can be formulated:

**Hypothesis-3: Customer Satisfaction has a positive and significant effect on Purchase Intention.**

**Hypothesis-6: Price Perception has a positive and significant effect on Purchase Intention through Customer Satisfaction.**

**Hypothesis-7: Customer Experience has a positive and significant effect on Purchase Decision through Customer Satisfaction.**

### **Purchase Intention**

Purchase Intention encourages consumers to have motivation that continues to exist in a person's mind so that it becomes a desire to consume a product or service, in this case visiting a restaurant again (MANDIRA, 2018).

## **Research Method**

This research uses quantitative methods in causal. The time in this research is cross-sectional and was carried out from January to February 2024. The population used was consumers of the Hai Di Lao restaurant in Jakarta with the sources from primary and secondary data sources. The primary data source was obtained from a questionnaire, while the secondary data source was obtained from a literature review. There are five variables in this study, namely price perception, customer experience, customer satisfaction and purchase intention.

The primary data utilized in this study consists of survey responses gathered through Google Forms questionnaires distributed online. There were originally 158 respondents in the survey collected through Google Forms, but 3 respondents did not meet the specified criteria. This is because the respondents have not visited Hai Di Lao restaurant in Jakarta, was not older than 18 years old, and not domiciled in Jakarta. The survey in this study used a sample of 155 respondents and was processed using AMOS.

## **Result and Discussion**

### **Characteristics of Respondents**

The initial stage of the research was to carry out descriptive statistics on respondent profiles, which consisted of three classifications, namely job title or position in the hotel, age and hotel category, which can be seen in Table 1.

**Table 1 Characteristics of respondents**

No	Charateristics	Frequency	Precentages
1	Man	46	29,7%
	Gender Woman	109	70,3%
2	18 – 26 years (Z generation)	84	54,2%
	Age 27 – 42 years (Y/ Millenial generation)	60	38,7%
	43 – 58 years (X generation)	9	5,8%
	59 years or more (Baby Boomer generation)	2	1,3%

Source: Data Processing Results (2024)

**Test Instruments**

The results of the CFA test are displayed in Table 2 which shows the loading factor value of each indicator and each dimension of the construct where all values are > 0.5, which means that the indicators and dimensions of this research are valid for measuring the construct.

**Table 2 Data Validity Test**

Variable	Indicator	Loading Factor	Conclusion
Price Perception	X1.1	0.728	Valid
	X1.2	0.753	Valid
	X1.3	0.623	Valid
	X1.4	0.584	Valid
	X1.5	0.786	Valid
	X1.6	0.731	Valid
	X1.7	0.729	Valid
	X1.8	0.668	Valid
Customer Experience	X2.1	0.672	Valid
	X2.2	0.627	Valid
	X2.3	0.758	Valid
	X2.4	0.718	Valid
	X2.5	0.710	Valid
Customer Satisfaction	Z.1	0.731	Valid
	Z.2	0.812	Valid
	Z.3	0.709	Valid
	Z.4	0.785	Valid
	Z.5	0.783	Valid
	Z.6	0.687	Valid
	Z.7	0.731	Valid
	Z.8	0.745	Valid
	Z.9	0.405	Invalid
Purchase Intention	Y.1	0.699	Valid
	Y.2	0.709	Valid
	Y.3	0.752	Valid
	Y.4	0.682	Valid

Source: Data Processing Results (2024)

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The results of reliability testing for each research variable can be seen in Table 3 where the five research variables have Cronbach's alpha values between 0.897 to 0.952, which means that all variables have very reliable reliability as research instruments.

**Table 3 Research Variable Reliability Test Results**

No	Variable	Cronbach's Alpha	Decision
1	Price Perception	0.910	Highly Reliable
2	Customer Experience	0.870	Highly Reliable
3	Customer Satisfaction	0.940	Highly Reliable
4	Purchase Intention	0.863	Highly Reliable

Sumber: Hasil Olah Data (2024)

**Model Goodness of Fit (GOF) Test**

Based on Table 4 the results of the research model are declared good fit by looking at the value of chi-square with a value of 353.371, probability with a value of 1.370, GFI with a value of 0.855, RMSEA with a value of 0.049, RMR with a value of 0.030, AGFI with a value of 0.817, TLI with a value of 0.953, NFI with a value of 0.866, CFI with a value of 0.959, IFI with a value of 0.960, PGFI with a value of 0.679, PNFI with a value of 0.745, PCFI with a value of 0.825. From these values, it can be concluded that there are 9 good fit values so that the form of research can be continued to the next method.

**Table 4 Goodness of Fit Test Results**

Goodness of Fit	Cut off value	Analysis result	Model Evaluation
Chi Square	The smaller, the better	353.371	Good Fit
Degrees of freedom (dof)		258	
Probability	$\geq 0.05$	.000	
CMIN/DF	$< 2$	1.370	
GFI	$\geq 0.90$	0.855	Marginal Fit
RMSEA	$\leq 0.08$	0.049	Good Fit
RMR	$\leq 0.05$	0,030	Good Fit
AGFI	$\geq 0.90$	0.817	Marginal Fit
TLI	$\geq 0.90$	0.953	Good Fit
NFI	$\geq 0.90$	0,866	Marginal Fit
CFI	$\geq 0.90$	0.959	Good Fit
IFI	$\geq 0.90$	0,960	Good Fit
PGFI	$\geq 0.50$	0,679	Good Fit
PNFI	$\geq 0.50$	0,745	Good Fit
PCFI	$\geq 0.50$	0,825	Good Fit

Source: Data Processing Results (2024)

**Results of hypothesis testing (influence between variables)**

**Hypothesis Testing Results**

Hypothesis testing is carried out by looking at the results of the regression weight research model. Table 5 explains the results of the research model estimation.

**Table 5 Results of Structural Model Coefficient Evaluation**

		Description	Estimate	SE	CR	P
Customer Satisfaction	←	Price Perception	.231	.112	2.065	.039
Customer Satisfaction	←	Customer Experience	.632	.134	4.721	***
Purchase Intention	←	Customer Satisfaction	2.456	1.655	1.484	.138
Purchase Intention	←	Price Perception	.216	.352	.614	.539
Purchase Intention	←	Customer Experience	-1.377	1.212	-1.136	.256

Source: Data Processing Results (2024)

**Table 6 Hypothesis Test Results**

	Description	Decision
H1	Price Perception has a significant positive influence on Customer Satisfaction.	Accepted
H2	Customer Experience has a significant positive influence on Customer Satisfaction.	Accepted
H3	Customer Satisfaction has a significant positive effect on Purchase Intention.	Rejected
H4	Price Perception has a significant positive effect on Purchase Intention.	Rejected
H5	Customer Experience has a significant positive effect on Purchase Intention.	Rejected

Source: Data Processing Results (2024)

Based on Table 6, Customer Experience has a positive effect on Customer Satisfaction with a P-Value = \*\*\* or close to 0.000. With an estimated weight of 0.632 and compared with other estimated weight values, it can be said that Customer Experience and Customer Satisfaction have the greatest influence on the variable relationship.

**Direct, Indirect and Total Influence**

The analysis was carried out to determine the magnitude of the direct, indirect and total influence coefficients of all research variables.

**Table 7 Hypothetical Results**

Path	Estimate	C.R.	P	Label
Price Perception → Customer Satisfaction	.231	2.065	.039	Accepted
Customer Experience → Customer Satisfaction	.632	4.721	***	Accepted
Customer Satisfaction → Purchase Intention	2.456	1.484	.138	Rejected
Price Perception → Purchase Intention	.216	.614	.539	Rejected
Customer Experience → Purchase Intention	-1.377	-1.136	.256	Rejected

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Path	Estimate	C.R.	P	Label
Price Perception → Customer Satisfaction → Purchase Intention	0.567	1.120	0.001	Rejected
Customer Experience → Customer Satisfaction → Purchase Intention	0.182	2.005	0.011	Rejected

Source: Data Processing Results (2024)

**Price Perception positively affect Customer Satisfaction**

Based on the data analysis conducted, it was found that the price perception does have a positive and significant effect on the customer satisfaction; therefore, Hypothesis-1 is accepted. The higher/ more positive the price perception, the higher/ more positive the customer satisfaction. The results show that one of the important factors in customer satisfaction is the price perception. This proves that the hypothesis previously set by the author, stating that the price perception set for restaurant is one of the factors influencing purchases at Hai Di Lao restaurant Jakarta, is supported by this study.

From the research by (MANDIRA, 2018), it is evident that price perception has a significant and positive effect on customer satisfaction. For sensitive consumers, low prices are usually an important source of customer satisfaction because consumers will get high value for money (MAWARNI, 2022). This can prove that price perceptions, such as fair price, fixed price or relative price, can increase consumer satisfaction who feel satisfied when eating at the Hai Di Lao restaurant.

Therefore, in this study, the price perception can strengthen consumers' customer satisfaction towards the restaurant. Thus, the results of this study are consistent with previous research that stated that price perception has a positive and significant impact on the customer satisfaction.

**Customer Experience positively affect Customer Satisfaction**

Based on the data analysis conducted, it was found that the customer experience has a positive and significant impact on the customer satisfaction; therefore, Hypothesis-2 is accepted. The higher/ more positive the customer experience, the higher/ more positive the customer satisfaction. The results show that one of the important factors in customer satisfaction is customer experience. This proves that the hypothesis previously set by the author, stating that the customer experience consumers have is one of the factors influencing the customer satisfaction, is supported by this study.

These kinds of results are in accordance with previous research conducted by (Hasnati & Shandy, 2021) which concluded that Customer Experience has a positive and significant effect on Customer Satisfaction. This finding indicates that the more experienced consumers are in making online purchases, the higher their satisfaction with the results of online purchases (Pratiwi et al., 2023)

Therefore, in this study, the customer experience can strengthen customer satisfaction. Thus, the results of this study are consistent with previous research that stated that customer experience has a positive and significant impact on the customer satisfaction.

**Customer Satisfaction does not have a positive impact on Purchase Intention**

Based on the data analysis conducted, it was found that customer satisfaction does not have a positive and significant impact on the purchase intention; therefore, Hypothesis-3 is rejected. It can be concluded that customer satisfaction does not influence

purchase intention. This demonstrates that the hypothesis previously set by the author, stating that the customer satisfaction in restaurant has a positive effect on the purchase intention, is not supported by this study.

This differs from the research conducted by (Pratiwi et al., 2023). It is explained that having high Customer Satisfaction will have an impact on Purchase Intention both in the short and long term in the future, or at least telling positive stories or wanting to invite other people, both friends and family, to buy products from the company.

Therefore, in this study, customer satisfaction is less likely to strengthen a purchase intention. Thus, the results of this study do not align with previous research that stated that customer satisfaction has a positive and significant impact on the purchase intention.

#### **Price Perception does not have a positive impact on Purchase Intention**

Based on the data analysis conducted, it was found that price perception does not have a positive and significant impact on the purchase intention; therefore, Hypothesis-4 is rejected. It can be concluded that price perception does not influence purchase intention. This demonstrates that the hypothesis previously set by the author, stating that the price perception of restaurant has a positive effect on the purchase intention, is not supported by this study.

This differs from previous research conducted by (Usman & Callo-Concha, 2021). It is found that there was a significant influence of price on purchase intention. Therefore, in this study, price perception is less likely to strengthen a purchase intention. Thus, the results of this study do not align with previous research that stated that price perception has a positive and significant impact on the purchase intention.

#### **Customer Experience does not have a positive impact on Purchase Intention**

Based on the data analysis conducted, it was found that customer experience does not have a positive and significant impact on the purchase intention; therefore, Hypothesis-5 is rejected. It can be concluded that price perception does not influence purchase intention. This demonstrates that the hypothesis previously set by the author, stating that the customer experience of restaurant has a positive effect on the purchase intention, is not supported by this study.

This differs from a study conducted by (Tuan, 2022) found that Customer Experience has an influence on Purchase Intention among consumers on E-commerce platforms. This study explains that all factors of Customer Experience have a direct or indirect influence on Purchase Intention. This strengthens the possibility of a relationship between Customer Experience and Purchase Intention. Therefore, in this study, customer experience is less likely to strengthen a purchase intention. Thus, the results of this study do not align with previous research that stated that customer experience has a positive and significant impact on the purchase intention.

## **Conclusion**

The research results show that Price Perception and Customer Experience at the Hai Di Lao restaurant have a strong relationship and a significant influence on Customer Satisfaction or consumer satisfaction. However, Customer Satisfaction, Price Perception, and Customer Experience do not show any influence on Purchase Intention. On the other hand, Price Perception and Customer Experience also show no influence on Purchase Intention when mediated by Customer Experience.

The research results also show that in total, Customer Experience is the largest contributor to Customer Satisfaction, followed by Price Perception as the second largest

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contributor. Customer Experience as the biggest contributor to Customer Satisfaction can be maximized by improving and researching interesting experiences for consumers when visiting restaurants, especially Hotpot restaurants in Jakarta.

Price Perception as the second largest contributor to Customer Satisfaction can be maximized by improving "to always be a Hotpot restaurant that has good prices for consumer perception". This conclusion also shows that the restaurant (food and beverage) industry can maximally increase Customer Satisfaction by increasing research on price perceptions and dining experiences in restaurants that attract consumers.

Of the 7 hypotheses, there were 5 hypotheses that were rejected. Regarding the rejected hypotheses, researchers should first carry out a pilot test or pre-test on a minimum of 30 respondents, to see what variables the respondents have the dominant influence on before determining the variables studied in this research. That way, researchers can find out what variables have a tendency to prove a significant influence on Purchase Intention at the Hai Di Lao restaurant in Jakarta. However, because the research has already been carried out with the researcher's best efforts, this can be underlined and become a lesson for further research.

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