

**THE INFLUENCE OF SERVICE QUALITY AND PRICE FAIRNESS ON
RE-PATRONAGE INTENTIONS: THE MEDIATING ROLE OF
CONSUMER SATISFACTION**

THESIS SUMMARY

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Compiled By:

Dona Della

2118 30356

**FACULTY OF MANAGEMENT
SEKOLAH TINGGI ILMU EKONOMI
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THE INFLUENCE OF SERVICE QUALITY AND PRICE FAIRNESS ON RE-PATRONAGE INTENTIONS: THE MEDIATING ROLE OF CONSUMER SATISFACTION

Dipersiapkan dan disusun oleh:

DONA DELLA

No Induk Mahasiswa: 211830356

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Sarjana Manajemen (S. M.)

Susunan Tim Penguji:

Pembimbing


Nikodemus Hans Setiadi Wijaya, M.Si., Ph.D.

Penguji


Wisnu Prajogo, Dr., MBA.

Yogyakarta, 22 Desember 2021
Sekolah Tinggi Ilmu Ekonomi YKPN Yogyakarta
Ketua



Wisnu Prajogo, Dr., M.B.A.

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ABSTRACT

This study investigates the influence of service quality and price fairness on re-patronage intentions, mediated by consumer satisfaction. The research was based on customers who dined at one of Mie Gacoan Yogyakarta's restaurants in the last 12 months. Questionnaires were dispersed using Google Forms for data collection, and 218 respondents participated. The data were then later analyzed using the Partial Least Squares-Structural Equation Modelling (PLS-SEM) approach in the WarpPLS program to obtain more detailed results. According to the findings, service quality and price fairness have a positive and significant influence on consumer satisfaction; consumer satisfaction has a positive and significant influence on re-patronage intentions; and finally, consumer satisfaction has a significant mediating effect on the influence of service quality and price fairness on re-patronage intentions.

Keywords: Service Quality, Price Fairness, Consumer Satisfaction, Re-Patronage Intentions

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INTRODUCTION

Today's market is fast-paced and highly competitive, so every company must stay ahead of the game for long-term survival. Because of the rising level of business rivalry in the service industry, marketers must devise ways to succeed optimally and effectively to improve the degree of re-patronage intentions. According to the explanation of re-patronage intentions constructed by Hellier, Geursen, Carr, and Rickard (2003), the behavior occurs when customers decide to buy more products or services from the same company; and the reason for repurchasing is stimulated mainly by the customer's experience with the products or services.

Hart, Farrell, Stachow, Reed, and Cadogan (2007) stated that service quality is associated with re-patronage intentions; more extraordinary perspicacity of service quality leads to higher behavioral purposes such as recommendations, preference, and increased re-patronage. When customers select a provider that exceeds their expectations for service quality, they are likely inclined to repurchase.

According to prior research by Voss, Parasuraman, and Grewal (1998), once a price is considered fair, it leads to a favorable assessment of post-purchase satisfaction. Therefore, positively constructed pricing fairness leads to a more significant likelihood of re-patronage since good transaction behavior is acknowledged to be a strong predictor of repurchase intention, and future revisit intention is considered a positive outcome of consumer satisfaction (Kim & Im, 2017).

Many researchers have found that consumer satisfaction is the foundation and source of success and the key to forming long-term, lucrative partnerships. Bearden and Teel (1983) stated that consumer satisfaction is essential to the marketer since it is a critical factor of repurchase intentions, positive word-of-mouth (WOM), and customer loyalty. Correspondingly, Anderson and Sullivan (1993) observed that the more pleased consumers are, the more likely they return.

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LITERATURE REVIEW

Service Quality

Service quality is influenced by the customer's expectations and perceptions of what is received. If the service performance does not reach or surpass the customer's expectations, their service quality is regarded as inadequate; however, if it meets or exceeds customer expectations, the service quality is considered outstanding (Almanza, Jaffe, & Lin, 1994). Many researchers proposed and attempted numerous techniques to assess the service quality offered. One of which is utilizing the SERVQUAL instrument invented by Parasuraman, Zeithaml, and Berry (1988), which incorporates five aspects (tangibles, reliability, responsiveness, assurance, and empathy) to quantify service quality.

Price Fairness

According to Sheth and Sisodia (2006), price fairness is the absence of disparities or inequities. Martins and Monroe (1994) explained that customers may encounter perceived unfavorable pricing imbalance if they pay a significantly higher price for a product that others paid less for, or if they pay the same amount yet in return, the product lacks quality in quantity. Corporations should consider and understand customers' price perceptions when deciding to price their products because companies can potentially lose customers if they believe prices are conducted unfairly, thus seeking other options (Kahneman, Knetsch, & Thaler, 1986; Martins & Monroe, 1994).

Consumer Satisfaction

Consumer satisfaction is customers' opinions on anticipation and their following post-purchase experience (Tahir, Waggett, & Hoffman, 2013). In a dynamic industry, consumer satisfaction is essential in developing successful and lengthy connections between customers and the company. Many firms and service providers have made measuring consumer satisfaction a top priority to attain such accomplishment. However, according to Gilbert and Veloutsou (2006), there is no

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widely acknowledged technique or measuring tool for consumer satisfaction; it is an adventurous study than rigorous, accurate science.

Re-Patronage Intentions

According to Ranaweera and Prabhu (2003), future behavioral intentions are a customer's future inclination to retain the same service supplier. Customers base their decision to purchase the same products or services on previous encounters. Repurchase intent is the customer's choice to re-patronage within the same store or supplier, while repurchase is the actual activity. Zeithaml, Berry, and Parasuraman (1996) stated that there are two types of repurchase: the intention to re-patronage and the intention to engage and recommend to others (referral).

RESEARCH HYPOTHESES

Relationship of Service Quality with Consumer Satisfaction

An increase in service quality will increase consumer satisfaction as munificent hospitality provided will make the customers feel thought about and taken care of, thus forming this image that the restaurant does not exclusively prioritize attaining gains but also treats their customers satisfactorily, resulting in consumer satisfaction. Thus, the following hypothesis is as follows:

H1: Service quality has a positive influence on consumer satisfaction.

Relationship of Price Fairness with Consumer Satisfaction

According to Anderson, Fornell, and Lehmann (1994), price fairness influences consumer satisfaction because when customers evaluate their fulfillment with the benefits of a specific product or service, they always consider the price. In conclusion, the following hypothesis is as follows:

H2: Price fairness has a positive influence on consumer satisfaction.

Relationship of Consumer Satisfaction on Re-Patronage Intentions

When customers are satisfied with the service provided, the positive emotions will lead to positive behavioral intentions, such as re-patronage intentions (Abdullah, Hamir, Nor, Krishnaswamy, & Rostum, 2018). Consumer satisfaction affects re-

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patronage intentions because consumer satisfaction is essential in returning to a place or service. Thus, the following hypothesis is as follows:

H3: Consumer satisfaction has a positive influence on re-patronage intentions.

Relationship of Service Quality and Re-Patronage intentions, Consumer Satisfaction as a Mediator

Research results have shown that both qualities of service and consumer satisfaction have been widely recognized as antecedents of re-patronage intentions. Consumer satisfaction will be achieved when the services provided are immaculate, thus helping intensify the relationship between service quality and re-patronage intentions. The following hypothesis is as follows:

H4: The relationship between service quality and re-patronage intentions is mediated by consumer satisfaction.

Relationship of Price Fairness and Re-Patronage Intentions, Consumer Satisfaction as a Mediator

Bei and Chiao (2001) stated that customers display repeat purchase behavior when they feel that the services and products offered are reasonably priced. If the price offered by the restaurant is reasonable and the customer is satisfied, then re-patronage intentions will increase (Harsha & Siregar, 2020). Thus, the following hypothesis is as follows:

H5: The relationship between price fairness and re-patronage intentions is mediated by consumer satisfaction.

SAMPLE AND RESEARCH DATA

Research Sample

This study uses the purposive sampling approach, in which the researcher collects or selects samples based on their assessment of who the best representations for the research are. The primary qualifying criteria for prospective respondents to partake in the sampling are students or anyone who dined in one of Mie Gacoan Yogyakarta restaurants in the previous twelve months. The distribution method used is snowball sampling, in which the initial respondents are selected and requested to recruit other

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individuals face-to-face or ask them through social media platforms to cooperate in the study.

VARIABLE MEASUREMENT

The Likert Scale, designed by Rensis Likert in 1932, will be adopted to measure the variables in this study. The questionnaire will employ a 5-point scale, often known as a satisfaction scale, which varies from one extreme emotion. Respondents must select the appropriate answer based on the questions displayed when filling out the questionnaire. The findings of the questionnaires will be assigned scores, which will be as follows:

SD: Strongly Disagree (1 score)

D: Disagree (2 scores)

N: Neutral (3 scores)

A: Agree (4 scores)

SA: Strongly Agree (5 scores)

DATA COLLECTION TECHNIQUES

The following are the methods and instruments operated by the researcher in this study:

1. A questionnaire is a research instrument consisting of a range of questions or other forms of prompts composed to elicit information from a responder. A research questionnaire is frequently comprised of both closed-ended and open-ended items. The questions are disseminated using Google Forms and are dispersed throughout Indonesia using the snowball sampling approach.
2. WarpPLS is a graphical user interface-based program for structural equation modeling (SEM) that applies the PLS and factor-based approach. The WarpPLS program analyzes obtained data through a questionnaire and evaluates hypothesized associations.

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ANALYTICAL METHODS AND TECHNIQUES

Composite reliability and Cronbach's Alpha

Composite reliability and Cronbach's Alpha are used to test the internal consistency of the variables in the component. Composite reliability should be 0.7 or higher, however, if it is exploratory research, a value of 0.6 or higher is acceptable, and Cronbach's alpha should be > 0.6 to achieve internal consistency reliability.

Convergent Validity

Convergent validity explains how close the indicators variables are to a given latent variable. In order to achieve convergent validity, loading factors should be greater than 0.5—otherwise removed, and the average variance extracted (AVE) must be 0.5 or more.

Discriminant Validity

The discriminant validity test determines whether construct indicators are substantially associated with indicators from other constructs. If the cross-loadings of the correlation between the construct and the measurement item is more significant than the value of the other constructs, it suggests that discriminant validity exists. Another way is to compare the square root value of each construct's AVE with the correlation value between the different constructs (latent variable correlation).

Coefficient of Determination (R^2)

The correlation test examines the coefficient of determination (R^2) between the exogenous and endogenous variables to determine whether or not there is a link between those variables. If an exogenous variable has an R^2 of 1 or near to 1, it indicates that the independent variables supply most of the data required to forecast the variance of dependent variables.

Predictive Relevance (Q^2)

Predictive relevance (Q^2) measures how effectively the model generates the observation value and the estimated parameters. When the predictive relevance (Q^2)

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is higher than 0, then the modal's relevancy is significant; however, if the value of Q^2 is lower than 0, that suggests the model lacks predictive relevance.

The Goodness of Fit (GoF)

The Goodness of Fit (GoF) index validates the model as a combination. An APC and ARS with p-values lower than the significance level of 0.05 and an AVIF value of lower than five means that the model, as a whole, is fit.

Direct Effect

Direct effect testing is used to see whether or not the variables have a significant effect on each other. If the path coefficients have positive values with p-values lower than the significance level 0.05, the variable (e.g., independent variable) has a positive and significant influence on the other variable (e.g., dependent variable).

Indirect Effect

The indirect effect testing is used to see whether the mediating variable is significant as the mediator between the independent and dependent variables. When the p-value is lower than the significance level of 0.05, it implies that the mediating variable significantly influences the relationship of the independent and dependent variables.

QUESTIONNAIRE DISTRIBUTION RESULTS AND RESPONDENT'S CHARACTERISTICS

This research questionnaire was dispensed online through Google Forms to all Mie Gacoan Yogyakarta customers in Indonesia who had dined at one of Mie Gacoan Yogyakarta's restaurants in the previous 12 months. Since the questionnaire is completed online, there is no printed record of the respondent responses; instead, they are only available in Google Forms and Microsoft Excel. The total number of respondents the researcher acquired reached 218; however, the data utilized for the study is only 174 since 17 respondents are ineligible because they have never eaten at a Mie Gacoan Yogyakarta restaurant within this year, and the other 27 did not have a valid data. Characteristics of respondents varied: 73% were female; 74%

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were aged 21-<25; 82% were students; 45% had an income/allowance of Rp1.000.000-<Rp3.000.000.

INSTRUMENT TEST

Convergent Validity

Table 4.1
Convergent Validity Test I

Items	Construct	Loadings	Loadings (²)	Total of Loadings (²)	AVE
ST01	SQ	0.702	0.4928	8.9762	0.408
ST02	SQ	0.664	0.4409		
ST03	SQ	0.76	0.5776		
ST04	SQ	0.693	0.4802		
SR01	SQ	0.701	0.4914		
SR02	SQ	0.759	0.5761		
SR03	SQ	0.748	0.5595		
SR04	SQ	0.714	0.5098		
SR05	SQ	0.793	0.6288		
SRE01	SQ	0.267	0.0713		
SRE02	SQ	0.236	0.0557		
SRE03	SQ	0.732	0.5358		
SRE04	SQ	0.64	0.4096		
SA01	SQ	0.801	0.6416		
SA02	SQ	0.813	0.661		
SA03	SQ	0.74	0.5476		
SA04	SQ	0.734	0.5388		
SE01	SQ	0.413	0.1706		
SE02	SQ	0.375	0.1406		
SE03	SQ	0.434	0.1884		
SE04	SQ	0.422	0.1781		
SE05	SQ	0.283	0.0801		
PF01	PF	0.925	0.8556	3.32	0.8301
PF02	PF	0.925	0.8556		
PF03	PF	0.867	0.7517		
PF04	PF	0.926	0.8575		

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Items	Construct	Loadings	Loadings (²)	Total of Loadings (²)	AVE
CS01	CS	0.79	0.6241	2.9589	0.7397
CS02	CS	0.898	0.8064		
CS03	CS	0.892	0.7957		
CS04	CS	0.856	0.7327		
RI01	RI	0.821	0.674	3.0493	0.7623
RI02	RI	0.918	0.8427		
RI03	RI	0.9	0.81		
RI04	RI	0.85	0.7225		

Source: primary data (2021)

Based on the convergent validity test results using the AVE approaches, seven items (bolded) had loadings less than 0.5; this resulted in the AVE of the service quality (SQ) construct being lower than 0.5, thus an invalid result and should be re-analyzed. The researcher then eliminated the seven items, repeated the validity test, and achieved the following results:

Table 4.2
Convergent Validity Test II

Items	Construct	Load.	Load. (²)	Total of Load. (²)	AVE	Results
ST01	SQ	0.692	0.4789	8.3485	0.5566	Established
ST02	SQ	0.665	0.4422			
ST03	SQ	0.774	0.5991			
ST04	SQ	0.699	0.4886			
SR01	SQ	0.729	0.5314			
SR02	SQ	0.775	0.6006			
SR03	SQ	0.768	0.5898			
SR04	SQ	0.755	0.57			
SR05	SQ	0.792	0.6273			
SRE01	SQ	-	-			
SRE02	SQ	-	-			
SRE03	SQ	0.743	0.552			
SRE04	SQ	0.651	0.4238			
SA01	SQ	0.812	0.6593			

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SA02	SQ	0.808	0.653			
SA03	SQ	0.752	0.5655			
SA04	SQ	0.753	0.567			
SE01	SQ	-	-			
SE02	SQ	-	-			
SE03	SQ	-	-			
SE04	SQ	-	-			
SE05	SQ	-	-			
PF01	PF	0.925	0.8556	3.32	0.8301	Established
PF02	PF	0.925	0.8556			
PF03	PF	0.867	0.7517			
PF04	PF	0.926	0.8575			
CS01	CS	0.79	0.6241	2.9589	0.7397	Established
CS02	CS	0.898	0.8064			
CS03	CS	0.892	0.7957			
CS04	CS	0.856	0.7327			
RI01	RI	0.821	0.674	3.0493	0.7623	Established
RI02	RI	0.918	0.8427			
RI03	RI	0.9	0.81			
RI04	RI	0.85	0.7225			

Source: primary data (2021)

Based on the findings of the second test, it is possible to infer that all the constructs are valid because the items have both loadings and an AVE that are greater than 0.5, implying that no re-validity testing is necessary.

Discriminant Validity

Table 4.3
Discriminant Validity

Construct	SQ	PF	CS	RI
Service Quality	0.746			
Price Fairness	0.348	0.911		
Consumer Satisfaction	0.613	0.579	0.86	
Re-Patronage Intentions	0.651	0.505	0.747	0.873

Source: primary data (2021)

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Based on the discriminant validity test, the findings demonstrate that all the square root of AVE, as indicated by the bolded values, is greater than the correlation between the constructs. As a result, discriminant validity has been established. The cross-loadings of the indicators can also be used to assess discriminant validity. The following are the cross-loadings of each construct:

Table 4.4
Cross Loading

Items	SQ	PF	CS	RI
ST01	0.692	0.020	-0.233	0.080
ST02	0.665	0.026	-0.426	0.347
ST03	0.774	-0.070	-0.196	0.181
ST04	0.699	-0.075	-0.014	0.137
SR01	0.729	-0.199	0.026	0.149
SR02	0.775	0.002	-0.068	-0.036
SR03	0.768	0.028	0.270	-0.143
SR04	0.755	0.059	0.286	-0.374
SR05	0.792	0.053	-0.024	-0.081
SRE03	0.743	0.093	0.181	-0.107
SRE04	0.651	0.143	0.140	-0.207
SA01	0.812	0.052	0.016	-0.116
SA02	0.808	-0.007	-0.033	0.086
SA03	0.752	0.005	0.091	-0.097
SA04	0.753	-0.121	-0.059	0.218
PF01	-0.017	0.925	0.002	-0.010
PF02	-0.047	0.925	0.114	-0.087
PF03	0.101	0.867	-0.133	0.053
PF04	-0.031	0.926	0.009	0.048
CS01	0.028	0.124	0.790	-0.276
CS02	-0.024	-0.080	0.898	0.136
CS03	-0.151	-0.013	0.892	0.124
CS04	0.157	-0.018	0.856	-0.017
RI01	0.245	-0.047	-0.347	0.821
RI02	0.023	-0.054	0.046	0.918
RI03	-0.107	0.073	0.040	0.900
RI04	-0.148	0.027	0.243	0.850

Source: primary data (2021)

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The table above demonstrates that all item cross-loadings for each latent variable (bolded) are greater than those from other constructs. As a result, the cross-loading output demonstrated that discriminant validity is confirmed.

Composite Reliability and Cronbach's Alpha

Table 4.5
Cronbach's Alpha, Composite Reliability

Construct	Cronbach's Alpha	Composite Reliability	Results
Service Quality	0.943	0.949	Reliable
Price Fairness	0.932	0.951	Reliable
Consumer Satisfaction	0.882	0.919	Reliable
Re-Patronage Intentions	0.896	0.928	Reliable

Source: primary data (2021)

Based on the test results on the table above assessed by Cronbach's alpha and composite reliability, all the constructs Cronbach's alpha is > 0.6 , and their composite reliability is > 0.7 , indicating that all the constructs are reliable.

The Goodness of Fit (GoF)

Table 4.6
The Goodness of Fit (GoF)

Measure	values	P-values
Average Path Coefficient (APC)	0.371	< 0.001
Average R-squared (ARS)	0.595	< 0.001
Average Block VIF (AVIF)	1.48	

Source: primary data (2021)

According to the table above, the p-values of APC and ARS are < 0.001 and < 0.001 , respectively, which are less than the significance level of 0.05, and the AVIF value is 1.48, which is < 5 . In conclusion, the result shows that the model is fit.

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Coefficient of Determination (R^2)

Table 4.7
 R^2

Variable	R^2
Consumer Satisfaction	0.545
Re-Patronage Intentions	0.646

Source: primary data (2021)

According to the table above, the R^2 value for the consumer satisfaction and re-patronage intentions variables is 0.545 and 0.646. These results show that 54.5% of the consumer satisfaction variable is affected by re-patronage intentions, while others are affected by variables outside the study. Likewise, re-patronage intentions are 64.6% influenced by consumer satisfaction and others by variables outside the study.

Predictive Relevance (Q^2)

Table 4.8
Predictive Relevance (Q^2)

Variable	Predictive Relevance (Q^2)
Consumer Satisfaction	0.545
Re-Patronage Intentions	0.647

Source: primary data (2021)

The predictive relevance (Q^2) findings presented above show that the Q^2 values are 0.545 and 0.647, which are more than 0, indicating that the model has a solid predictive relevance.

Direct Effects

Table 4.9
Direct Effects

Relationship	Path Coefficients	P-Values
Service Quality -> Consumer Satisfaction	0.48	< 0.001

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Relationship	Path Coefficients	P-Values
Price Fairness -> Consumer Satisfaction	0.426	< 0.001
Consumer Satisfaction -> Re-Patronage Intentions	0.456	< 0.001

Source: primary data (2021)

Service Quality (X1) has a positive influence on Consumer Satisfaction (Z)

The path coefficient value of service quality to consumer satisfaction is 0.48 (a positive value), suggesting a positive influence. The P-value for service quality is < 0.001, which is < the significance level of 0.05, implying a significant effect.

Price Fairness (X2) has a positive influence on Consumer Satisfaction (Z)

The path coefficient value of service quality to consumer satisfaction is 0.426 (a positive value), suggesting a positive influence. The P-value for service quality is < 0.001, which is < the significance level of 0.05, implying a significant effect.

Consumer Satisfaction has a positive influence on Re-Patronage Intentions (Y)

The path coefficient value of service quality to consumer satisfaction is 0.456 (a positive value), suggesting a positive influence. The P-value for service quality is < 0.001, which is < the significance level of 0.05, implying a significant effect.

Indirect Effects

Table 5
Indirect Effects

Relationship	Indirect Effects	P-values
Service Quality -> Consumer Satisfaction -> Re-Patronage Intentions	0.219	< 0.001
Price Fairness -> Consumer Satisfaction -> Re-Patronage Intentions	0.194	< 0.001

Source: primary data (2021)

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The relationship between Service Quality and Re-Patronage Intentions is mediated by Consumer Satisfaction

The findings revealed that the value of the indirect effect of service quality on re-patronage intentions through consumer satisfaction as mediation amounted to 0.219, with p-values < 0.001 , which is $<$ the significance level of 0.05, indicating a significant effect.

The relationship between Price Fairness and Re-Patronage Intentions is mediated by Consumer Satisfaction

The findings revealed that the value of the indirect effect of price fairness on re-patronage intentions through consumer satisfaction as mediation amounted to 0.194, with p-values < 0.001 , which is $<$ the significance level of 0.05, indicating a significant effect.

CONCLUSIONS

Based on the data gathered from the test results in the preceding chapter, the following conclusions may be drawn in this study:

1. Service quality has a positive and significant influence on consumer satisfaction.
2. Price fairness has a positive and significant influence on consumer satisfaction.
3. Consumer satisfaction has a positive and significant influence on re-patronage intentions.
4. The relationship between service quality and re-patronage intentions is mediated by consumer satisfaction.
5. The relationship between price fairness and re-patronage intentions is mediated by consumer satisfaction.

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PRACTICAL IMPLICATIONS

The results implied that Mie Gacoan Yogyakarta's management prioritized satisfactory quality service and fairness in their pricing. Furthermore, Mie Gacoan Yogyakarta's ability to gain consumers daily can inspire similar businesses to improve their service quality and pricing system to produce equivalent satisfactory results. Moreover, this study is evidential and supporting material for those theorizing that excellent service quality and price fairness build consumer satisfaction, stimulating re-patronage intentions.

SUGGESTIONS

Limitations encountered during the research were inconsistent responses from respondents and imprecise results as only 218 responses were sampled. Based on all the previous data analysis, discussions, and conclusions, the suggestions that the researcher will provide in the hope they will be valuable to others are:

1. The researcher exhorts Mie Gacoan Yogyakarta to continue upholding exceptional service quality and pricing their products according to their service and offers.
2. The researcher suggests that future researchers diversify innovative and unexplored variables for this study. Moreover, delivering more straightforward questions for respondents is highly preferred to evade misinterpretations. Lastly, extending the research sample will improve accuracy.

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