

Service Quality and Price Fairness on Repurchase Decisions Through Mediation of Customer Satisfaction

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ABSTRACT

This study examines the influence of service quality and price fairness on repurchase decisions using customer satisfaction as a mediating factor. The study was conducted at PT Kencana Maju Bersama in Prambatan Lor, Kudus. A quantitative approach was used, with data collected through a questionnaire distributed via Google Forms. This study's population consists of all PT Kencana Maju Bersama consumers, estimated at 1,000 based on sales records from late 2024. The sample consisted of 150 respondents, selected using the Slovin formula with the accidental sampling method, where respondents were chosen based on availability at the time of data collection. Data analysis was carried out utilizing Smart PLS 4.0. The findings indicate that service quality and price fairness have a significant positive effect on repurchase decisions. Additionally, both service quality and price fairness positively influence customer satisfaction. Furthermore, customer satisfaction mediates the relationship between service quality and repurchase decisions, and between price fairness and repurchase decisions. These findings highlight the critical role of service quality, fair pricing, and customer satisfaction in shaping consumer purchasing behavior. Businesses should focus on improving these factors to enhance customer loyalty and drive better purchasing outcomes.

Keywords: Service Quality, Price Fairness, Customer Satisfaction, Repurchase Decision

1. INTRODUCTION

In the increasingly competitive business landscape, understanding consumer purchasing decisions is crucial. Repurchase decisions involve determining the place, brand, model, quantity, timing, and purchase budget (de Fatima Carvalho, de Sousa Saldanha, & Amaral, 2020). Various factors influence these decisions, including service quality and price fairness. Companies must analyze how these elements affect consumer satisfaction to maintain competitiveness and attract loyal customers.

Service quality is fundamental in influencing how customers perceive and experience. High service quality enhances customer satisfaction, fostering loyalty and influencing repurchase decisions (Zeithaml, 2012). Prior research has demonstrated the significant impact of service quality on repurchase decisions, highlighting its role in business strategy (Chaerudin & Syafarudin, 2021; Sidabutar, Pasaribu, Sembiring, Siregar, & Studies, 2022). Similarly, price fairness plays a vital part in consumer decision-making. A fair price is perceived as reasonable and appropriate by consumers, and perceived fairness in pricing positively influences customer satisfaction, which subsequently affects repurchase decisions (Bernarto, Purwanto, & Masman, 2022; Rajendran, 2009).

Customer satisfaction is a crucial factor in determining consumer behavior, achieved when a good or service fulfils or beyond expectations. (Meesala & Paul, 2018). Research indicates that service quality and price fairness significantly affect customer satisfaction, emphasizing the need for businesses to focus on these factors to enhance customer experience (Abdullah et al., 2018). Furthermore, when mediated by customer satisfaction, service quality has been shown to impact repurchase decisions (Widyanty & Sujianto, 2022).

However, research findings on the connection between price fairness, service quality, and repurchase decisions are inconsistent. Some studies suggest that price fairness does not significantly influence repurchase decisions (Ayuningrum & Setyawan, 2024), while others indicate that service quality has little bearing on repurchase decisions through customer satisfaction (Ilham, Widjaja, Sutaguna, Rukmana, & Yusuf, 2023). These discrepancies necessitate further investigation, particularly in different industry contexts.

This study aims to investigate the impact of service quality and price fairness on repurchase decisions, with customer satisfaction as a mediating variable. It contributes to existing research by providing empirical evidence on these relationships within PT Kencana Maju Bersama, located in Kudus. The findings will offer practical insights for businesses seeking to optimize service quality and pricing strategies to improve client satisfaction and enhance sales performance. By analyzing the mediating role of customer satisfaction, this research provides a comprehensive perspective on consumer behavior, serving as a valuable reference for business practitioners in the service industry.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Service quality, price fairness, and customer satisfaction are grouped as independent variables, which are assumed to influence repurchase decisions, which is the dependent variable. The connection between these variables is described through the framework that follows.

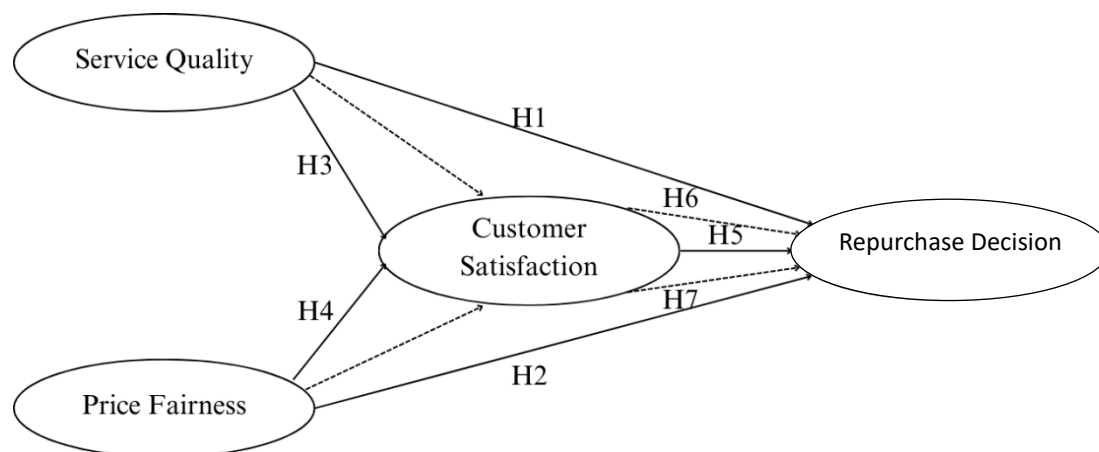


Figure 1: Conceptual Framework

Source: processed by Author (2025)

The Effect of Service Quality on Repurchase Decision

Service quality has a big effect on consumer repurchase decisions, as it shapes customer satisfaction and trust. (Sidabutar et al., 2022) found that service quality has a simultaneous and significant effect on repurchase decisions, emphasizing its role in

consumer behavior. (Chaerudin & Syafarudin, 2021) also confirmed that higher service quality leads to positive repurchase decisions. Similarly, (Br Situmorang, Gultom, Nadapdap, & Sihite, 2019) and (Septianing, Ayu, Taufik, & Budiwati, 2020) demonstrated that service quality has a significant impact on the decisions made by consumers. These results demonstrate the significance of preserving excellent service standards to enhance customer experience and drive repurchase decisions.

H₁: Service quality has a significant effect on repurchase decision

The Effect of Price Fairness on Repurchase Decision

Price fairness has a significant impact on customer repurchase decisions, as it directly impacts perceived value and belief in a good or service. (Simbolon, Handayani, & Nugraedy, 2020) emphasize that consumers are highly sensitive to pricing, making it essential for businesses to set fair prices to avoid perceptions of unfairness that could deter purchases. Rooted in justice theory and the dual entitlement principle, price fairness ensures consumers receive appropriate value for their money. Furthermore, (Widiastiti, Yasa, & Rahanata, 2020) found a noteworthy connection between price fairness and repurchase decisions, reinforcing the idea that consumers are more likely to purchase when they see the pricing as reasonable and justified. This highlights the importance of transparent and well-structured pricing strategies in fostering consumer trust and driving repurchase decisions.

H₂: Price fairness has a significant effect on repurchase decision

The Effect of Service Quality on Customer Satisfaction

The relationship between service quality and customer satisfaction has been widely acknowledged, with service quality playing a major influence on how satisfied customers are (Ali et al., 2021). Customers tend to perceive higher risks or uncertainty when the service outcome is unclear, further emphasizing the importance of service quality in such contexts (G. Anwar & Abdullah, 2021). Moreover, research by (Damit, Harun, Martin, Othman, & Ahmad, 2019) highlights that the secret to keeping a competitive advantage in service industries is the consistent delivery of superior services, which results in greater customer satisfaction (K. Anwar & Ghafoor, 2017). The discrepancy between perceived and anticipated service quality is a critical determinant in evaluating service performance and its impacts on customer satisfaction (Prabhu, Abdullah, & Ahmed, 2020).

H₃: Service quality has a significant effect on customer satisfaction

The Effect of Price Fairness on Customer Satisfaction

Price fairness is vital in shaping customer satisfaction, as it significantly influences how customers perceive value and fairness in transactions (Abdullah et al., 2018). Research has shown that when customers perceive prices as fair, their satisfaction levels tend to increase (Bernarto et al., 2022). According to (Akiyama et al., 2021) and (Ashraf, Niazi, & Zafar, 2018), the alignment between the price paid and the quality of service received substantially and positively impact customer satisfaction. This indicates that perceived fairness in pricing enhances customer trust and strengthens their overall satisfaction with the service.

H₄: Price fairness has a significant effect on customer satisfaction

The Effect of Customer Satisfaction on Repurchase Decision

Customer satisfaction is a key determinant in shaping repurchase decisions because consumers who are satisfied with a good or service are more likely to suggest it to others and make additional purchases (Ilham et al., 2023). Research by (Widyanty & Sujianto, 2022) also confirms that customer satisfaction has a significant impact on repurchase decisions, indicating that positive experiences influence consumer behavior and decision-making. When customers perceive high satisfaction levels, they develop trust and loyalty toward a brand, ultimately leading to stronger purchasing intentions. This highlights the critical role of maintaining customer satisfaction to drive business success and consumer retention.

H₅: Customer satisfaction has a significant effect on repurchase decision

The Effect of Service Quality on Repurchase Decision Through Customer Satisfaction

Service quality is essential to affecting repurchase decisions, with customer satisfaction as a key mediating factor. Research by (Widyanty & Sujianto, 2022) highlights that service quality significantly affects repurchase decisions when mediated by customer satisfaction. This is further supported by (Mawardi, 2018), (Nadhifah, 2021), and (Rahmat & Budiarti, 2017), who found that high service quality improves customer satisfaction, which therefore links back to stronger repurchase decisions. When customers perceive excellent service, they are more likely to feel satisfied, increasing their trust and commitment to making a purchase. This emphasizes the significance of upholding elevated service standards to improve customer satisfaction and drive purchasing behavior.

H₆: Service quality has a significant effect on repurchase decision through customer satisfaction

The Effect of Price Fairness on Repurchase Decision Through Customer Satisfaction

Price fairness significantly influences repurchase decisions, with customer satisfaction playing a crucial mediating role in this relationship. Research by (Boonlertvanich, 2019) and (Abdullah et al., 2018) confirms that fair pricing leads to higher customer satisfaction, which in turn strengthens purchase intentions. Furthermore, (Weisstein, Lei Song, & Zhu, 2017) highlight that satisfaction is a key factor in strengthening the connection between perceived price fairness and repurchase decisions. When customers feel that the price aligns with the value received, their satisfaction increases, ultimately encouraging them to purchase. This underscores the importance of maintaining fair pricing strategies to boost customer satisfaction and drive repurchase decisions.

H₇: Price fairness has a significant effect on repurchase decision through customer satisfaction

3. RESEARCH METHOD

This research uses a quantitative research methodology to examine the impact of service quality and price fairness on repurchase decisions using the mediation of customer satisfaction. The study was carried out at PT Kencana Maju Bersama, a company engaged in the supply of lightweight steel, located on Jalan Lingkar Jepara Kudus, Prambatan Lor, Kudus, using primary data collected through a questionnaire.

According to (Sugiyono, 2013), A questionnaire serves as a method for gathering information that asks respondents various questions and comments. The survey was made available via Google Forms and shared through WhatsApp and Instagram.

The study's population consists of all customers of PT Kencana Maju Bersama. To estimate the population size, sales transaction records from the last three months (October–December 2024) were analyzed, showing that an average of 1,000 customers made purchases during this period. Based on this data, The sample size was determined using the Slovin formula:

$$n = \frac{N}{1+N(e^2)}$$
$$n = \frac{1000}{1+1000(0,05^2)}$$
$$n = \frac{1000}{1+1000(0,0025^2)}$$
$$n = \frac{1000}{1+2,5} = \frac{1000}{3,5} \approx 150$$

Thus, the required sample size is 150 respondents, which was obtained through accidental sampling, where respondents were selected based on availability at the time of data collection.

Data analysis was conducted utilizing SmartPLS version 4.0, starting with validity and reliability tests to ensure construct accuracy. Convergent and discriminant validity and reliability tests were conducted to confirm indicator consistency. The structural model was evaluated to assess the connections between service quality, price fairness, customer satisfaction, and repurchase decisions. Bootstrapping techniques determined statistical significance, while mediation analysis investigated the indirect impact of service quality and price fairness on repurchase decisions through customer satisfaction. The results provide empirical insights into customer purchasing behavior at PT Kencana Maju Bersama.

4. RESULTS AND DISCUSSION

Measurement Model Testing (Outer Model)

In this study, SmartPLS version 4.0 is used to analysis for data processing. The PLS Algorithm model in the measurement model (outer model) of this research is in Figure 2 below:

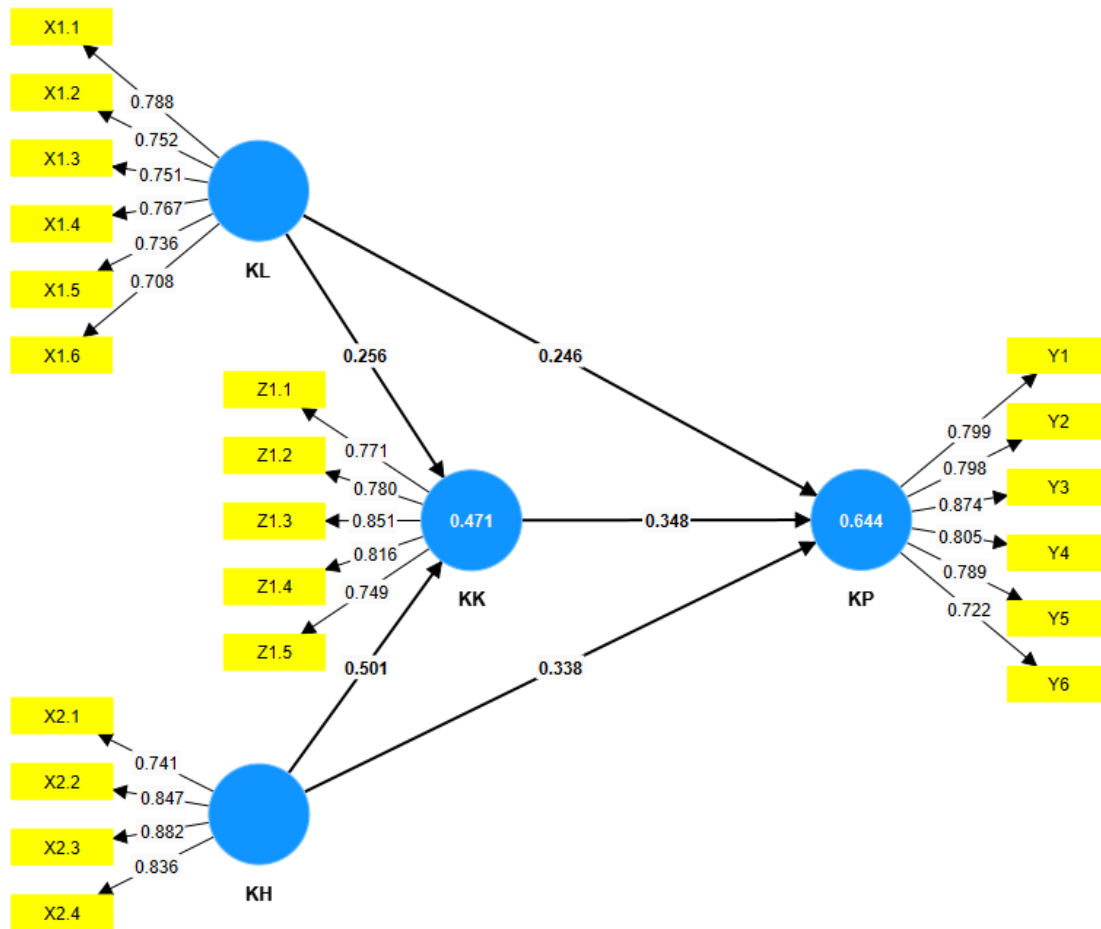


Figure 2: PLS Algorithm Model
 Source: SmartPLS 4 (2025)

In this work, testing the measurement model (outer model) uses of three criteria to analyze the data, including convergent validity, discriminant validity, and reliability, which are explained as follows.

a. Convergent Validity Test

The outcomes of the convergent validity test of this study may be shown by utilizing the outer loading values that are compiled in Table 1 below:

Table 1: Outer Loading

Construct	Outer Loading	Ave	Result
SQ1	0.788	0.564	Valid
SQ2	0.752		
SQ3	0.751		
SQ4	0.767		
SQ5	0.736		
SQ6	0.708	0.686	Valid
PF1	0.741		
PF2	0.847		
PF3	0.882		
PF4	0.836		
CS1	0.771	0.631	Valid
CS2	0.780		
CS3	0.851		
CS4	0.816		
CS5	0.749		
RD1	0.799	0.639	Valid
RD2	0.798		
RD3	0.874		
RD4	0.805		
RD5	0.789		
RD6	0.722		

Source: processed data (2025)

Table 1 indicates that the overall outer loading value is > 0.60 and the AVE value is > 0.50 . These findings suggest that all items of service quality variable instruments, price fairness, customer satisfaction, and repurchase decisions used in this study are declared feasible (valid).

b. Discriminant Validity Test

The discriminant validity test must take the Fornell Larcker Criterion value of more than 0.7 for each construct.

Table 2: Fornell Larcker Criterion

Variable	PF	CS	SQ	PD
PF	0.828			
CS	0.654	0.794		
SQ	0.597	0.556	0.751	
RD	0.713	0.706	0.641	0.799

Source: processed data (2025)

According to Table 2, the cross-loading of service quality, price fairness, customer satisfaction, and purchasing decisions has a value of more than 0.7. Thus, each research variable can be considered legitimate.

c. Reliability Test

The reliability test findings in this study were carried out using two methods, namely composite reliability and Cronbach's Alpha, which is displayed in Table 3. below.

Table 3: Composite Reliability and Cronbach's Alpha Values

Variable	Composite Reliability	Cronbach's Alpha	Result
SQ	0.850	0.846	Reliable
PF	0.846	0.845	
CS	0.855	0.853	
RD	0.889	0.886	

Source: processed data (2025)

Table 3 demonstrates that every latent variable in this research has a value of composite reliability and Cronbach's alpha, which is > 0.70 . In other words, it shows that all of the latent variables in this study have values that are deemed consistent or dependable.

Structural Model Testing (Inner Model)

a. Goodness of Fit (GoF)

The purpose of this study's quality of Fit value is to evaluate the model's appropriateness or quality. Assessing the model's suitability or quality is the aim of this study's quality of fit value.

Table 4: Goodness of Fit (GoF)

Construct	Saturated Model	Estimated Model
SRMR	0.080	0.080
NFI	0.758	0.758

Source: Data Processed (2025)

Table 4 demonstrates that the study's Goodness of Fit (Gof) test score is 0.758, falling under the stringent requirement of > 0.36 , in order for there to be a model fit or fit between the observations and the frequency obtained from the expected value.

b. Coefficient of Determination (R-Square)

R-square is a test used to indicate the extent of the impact of the independent variable on the dependent variable. When the R-square is 0.67, it is seen as having a significant impact, considered moderate when it reaches 0.33, and considered weak when it reaches 0.19. The coefficient of determination (R-Square) findings value of this study are contained in Table 5.

Table 5: R-Square

Variable	R-Square	R-Square Adjusted
CS	0.471	0.464
RD	0.644	0.637

Source: Data Processed (2025)

Based on the results in Table 5, the R-square value for purchasing decisions

is 0.644 while the adjusted R-square value is 0.637. This indicates that exogenous factors affect Y by 64.4%, which can be considered a moderate influence. At the same time, the remaining 35.6% can be accounted for by additional factors and indicators not discussed in this research.

Hypothesis Testing Results

In this study, hypothesis testing was done by examining the bootstrapping model, which can be observed in the following Figure 3.

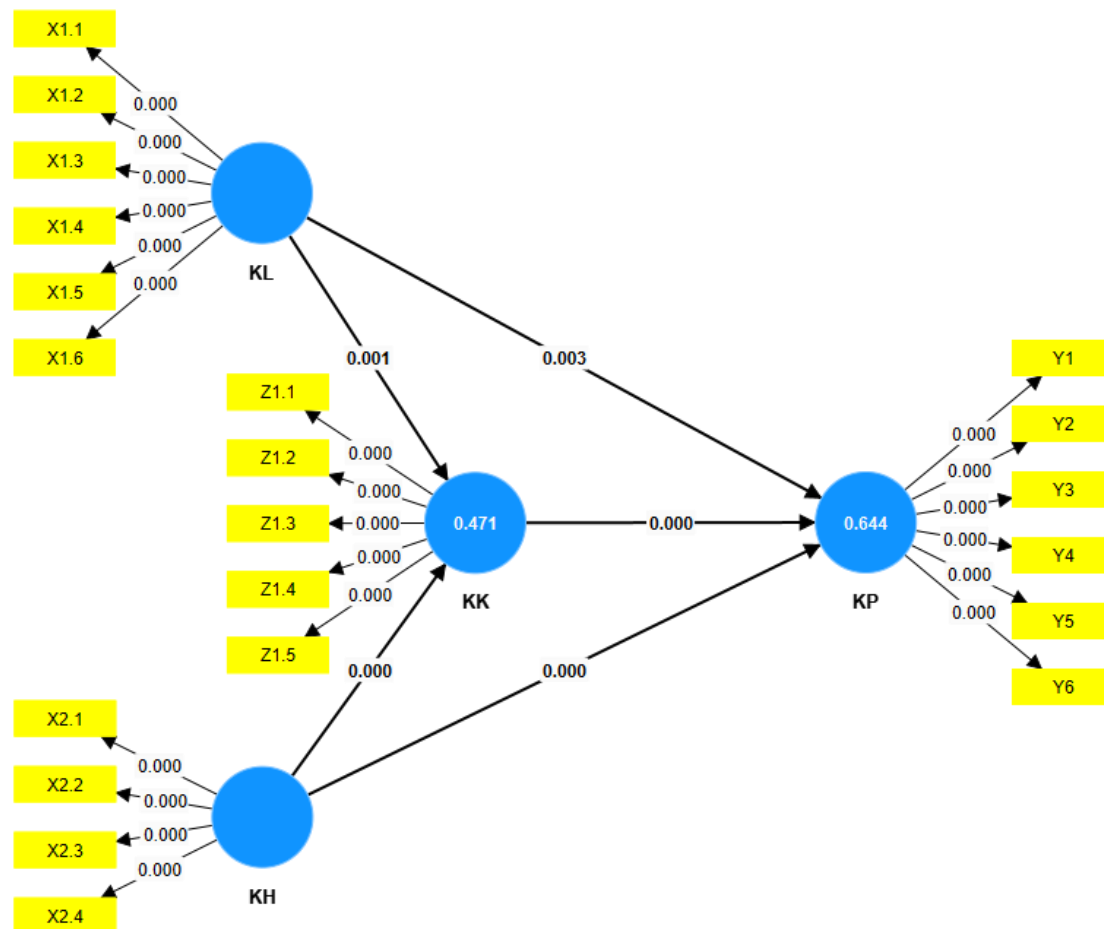


Figure 3: PLS Bootstrapping Model

Source: processed data (2025)

Figure 3 is a bootstrapping model in this study, which includes direct effect testing and specific indirect effect testing with the following explanation.

Direct Effect Test Results

The results of direct effect testing are conducted by examining the original sample value and t-statistic. Measurements are significant if $t > 1.65$ at a 5% threshold of significance. The path coefficients of the direct effect are shown in the following Table 6.

Table 6: Path Coefficients (Direct Effect)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
SQ -> RD	0.246	0.243	0.083	2.965	0.003
PF -> RD	0.338	0.336	0.064	5.292	0.000
SQ -> CS	0.256	0.262	0.078	3.283	0.001
PF -> CS	0.338	0.499	0.066	7.577	0.000
CS -> RD	0.348	0.356	0.098	3.526	0.000

Source: processed data (2025)

Based on Table 6, the results of the direct impact test appear with the following explanation:

- 1) Based on the findings, the initial sample value for the impact of service quality on repurchase decisions is 0.246 with a P-Value of 0.003 (< 0.05). These findings suggest that service quality has a positive and significant effect on repurchase decisions, thus supporting the first hypothesis. This suggests that consumers are more inclined to buy from you again. When they perceive high service quality, as it enhances their overall shopping experience and trust in the company, businesses that consistently provide good service can provide one a competitive edge and strengthen customer relationships over time.
- 2) The original sample value pertaining to the impact of price fairness on repurchase decisions is 0.338 with a P-Value of 0.000 (< 0.05). These findings confirm that price fairness has a positive and significant effect on repurchase decisions, supporting the second hypothesis. When customers perceive that the pricing is reasonable and justified, they are more inclined to stick with the brand and continue making purchases over time. Competitive pricing strategies can help businesses maintain their customer base and lessen the likelihood of clients moving to competitors.
- 3) The original sample value for the relationship between customer happiness and service quality was 0.256, with a P-Value of 0.001 (< 0.05). This indicates that service quality has a positive and significant effect on customer satisfaction, supporting the third hypothesis. Good service quality leads to a better customer experience, making clients feel appreciated and their overall satisfaction with the brand. Providing responsive, reliable, and personalized service can significantly enhance customer perceptions and contribute to long-term customer retention.
- 4) The original sample value pertaining to the impact of price fairness on customer satisfaction is 0.338 with a P-Value of 0.000 (< 0.05). This confirms that price fairness has a positive and significant effect on customer satisfaction, supporting the fourth hypothesis. Customers who feel that they are receiving reasonable compensation for their money are more likely to develop a positive perception of the company, leading to higher satisfaction and trust. Transparent pricing and fair promotional offers can further reinforce positive customer sentiment.
- 5) The original sample value pertaining to the impact of customer satisfaction on repurchase decisions is 0.348 with a P-Value of 0.000 (< 0.05). These findings suggest that customer satisfaction has a positive and significant impact on repurchase decisions, supporting the fifth hypothesis. Satisfied customers tend to foster a feeling of brand loyalty, increasing the likelihood that they will use the

business again and refer others to it. Maintaining high levels of customer satisfaction through continuous improvement in service and pricing strategies can help businesses sustain long-term profitability.

Indirect Test Results (Specific Indirect Effect)

Testing the indirect effect (mediation) in this study can be observed from the original sample value and t-statistic in the specific indirect effect. The specific indirect effect value obtained through the bootstrapping method is shown in Table 7 below:

Table 7: Specific Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
SQ -> CS -> RD	0.089	0.096	0.045	1.996	0.046
PF -> CS -> RD	0.175	0.177	0.054	3.224	0.001

Source: Data Processed (2025)

Based on Table 7 above, the results of indirect effect testing can be found with the following explanation:

- 1) The findings show that the original sample value pertaining to the impact of service quality on repurchase decisions through customer satisfaction is 0.089, with a P-Value of 0.046 (< 0.05). These findings imply that customer satisfaction partially mediates the relationship between service quality and repurchase decisions, supporting the sixth hypothesis. This suggests that while service quality directly influences repurchase decisions, customer satisfaction is a crucial component of strengthening this connection. A positive service experience enhances customer satisfaction, which in turn increases the likelihood of repeat purchases. This highlights the need for businesses to focus on not only improving service quality but also ensuring that it translates into higher customer satisfaction.
- 2) The results indicate that the original sample value pertaining to the impact of price fairness on repurchase decisions through customer satisfaction is 0.175, with a P-Value of 0.001 (< 0.05). These findings confirm that consumer satisfaction significantly mediates the relationship between price fairness and repurchase decisions, supporting the seventh hypothesis. When customers perceive fair pricing, they experience higher satisfaction, which ultimately encourages them to make repeat purchases. This emphasizes the importance of fair pricing strategies in increasing client happiness and cultivating enduring customer loyalty.

Discussion

The results of this investigation confirm that both service quality and price fairness have a direct and significant impact on repurchase decisions. Based on the results, service quality has a positive and significant effect on repurchase decisions, which is in line with the research conducted by (Adyanto & Santosa, 2018) that also found a noteworthy connection between service quality and repurchase decisions. Likewise, price fairness also shows a significant impact on repurchase decisions, supporting the findings of (Widiastiti et al., 2020), who stated that price fairness has a significant part in shaping customer purchase behavior. These results indicate that consumers consider both service quality and price fairness when making repurchase decisions, highlighting the necessity for businesses to maintain excellent service standards and competitive pricing strategies.

Furthermore, this study found that service quality and price fairness significantly impact customer satisfaction. The results demonstrate that service quality has a positive impact on customer satisfaction, supporting the findings of (Nadhifah, 2021), who also discovered that service quality through customer satisfaction has a significant impact on repurchase decisions. Additionally, the findings reinforce (Bernarto et al., 2022), who concluded that perceived price fairness positively affects customer satisfaction. These findings imply that businesses need to focus not only on providing high-quality service but also on ensuring price fairness to improve customer satisfaction, which subsequently enhances consumer repurchase decisions.

The mediation analysis further confirmed that customer satisfaction plays a critical role in mediating the connection between service quality, price fairness, and repurchase decisions. The study outcomes are consistent with (Abdullah et al., 2018), who found that customer satisfaction mediates the connection between price fairness and repurchase decisions. Additionally, this study provides empirical evidence supporting the research of (Nadhifah, 2021), which emphasised the significant role of customer satisfaction in mediating the effect of service quality on repurchase decisions. These results demonstrate the importance of enhancing customer satisfaction as a key strategy in maximizing the results of service quality and price fairness on repurchase decisions.

Among the key novelties of this study lies in its research location, PT Kencana Maju Bersama in Kudus, which has not been the focus of earlier research looking at the connection between service quality, price fairness, customer satisfaction, and repurchase decisions. While previous research (Adyanto & Santosa, 2018; Widyastuti & Ekoputro, 2023) has validated the impact of service quality and price fairness on consumer behavior in different settings, this study provides empirical evidence specific to the light steel industry in Kudus, a sector and geographical context that has received limited academic attention. The findings offer a new perspective on how customers in this region perceive service quality and price fairness, revealing that competitive pricing and high service standards are crucial in sustaining consumer loyalty within the industry. Furthermore, this research reinforces the mediating role of customer satisfaction, aligning with previous research (Abdullah et al., 2018; Nadhifah, 2021) while uniquely demonstrating how these dynamics operate in the local business landscape of Kudus. These insights are valuable for industry practitioners seeking to optimize their service and pricing strategies to enhance customer retention in this specific market.

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATIONS OF THE RESEARCH

This research found that service quality and price fairness significantly impact repurchase decisions. Additionally, both service quality and price fairness positively impact customer satisfaction. Customer satisfaction also acts as a mediator in the connection between service quality and repurchase decisions, as well as between price fairness and repurchase decisions. These findings highlight the significance of ensuring high service quality and fair pricing to enhance customer satisfaction and drive repurchase decisions.

The findings of this investigation have important consequences for companies, particularly in the retail sector. Companies should focus on improving their service quality and maintaining fair pricing strategies to increase customer satisfaction and, ultimately, encourage more purchases. By prioritizing these factors, companies may cultivate enduring customer loyalty and strengthen their ties with clients. The mediating

role of customer satisfaction suggests that companies should not only focus on direct improvements in service and pricing but also invest in strategies that enhance overall customer experience.

Despite its contributions, this study has several limitations. The study was carried out in a particular company, this would restrict how far the results can be applied to other industries or regions. The study also relied based on self-reported information, which might bring about bias in responses. Future investigations could explore a broader range of industries and incorporate qualitative approaches to gain deeper insights into consumer behavior. Companies are encouraged to continuously adapt their service and pricing strategies based on customer feedback to remain competitive in a dynamic market.

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