

BAB V

PENUTUP

Bab ini akan berisi tentang kesimpulan, implikasi manajerial, keterbatasan penelitian, dan saran untuk penelitian selanjutnya dari hasil penelitian yang telah dilakukan dalam kurun waktu kurang lebih 3 bulan ini.

5.1 Kesimpulan

Berdasarkan pertanyaan filter dan demografi responden, kesimpulan yang dapat ditarik adalah sebagai berikut:

1. Mayoritas responden yang pernah berkunjung ke Sushi Tei Beachwalk sebanyak 161 responden dari total keseluruhan responden yaitu 167.
2. Mayoritas responden yang pernah melakukan pembelian makanan atau minuman di Sushi Tei Beachwalk sebanyak 160 responden.
3. Mayoritas responden yang pernah berkunjung dan melakukan pembelian di Sushi Tei Beachwalk sebanyak 73 responden dengan frekuensi kunjungan dan pembelian sebanyak 2-3 kali dalam 6 bulan terakhir.
4. Mayoritas responden yang berkontribusi dalam penelitian yang dilakukan ini adalah perempuan sebanyak 132 responden atau 82.5% dari total seluruh responden.
5. Mayoritas usia responden yang berkontribusi dalam penelitian ini adalah 17 sampai 25 tahun yaitu sebanyak 146 responden dari total seluruh responden.
6. Mayoritas pekerjaan responden adalah pelajar/mahasiswa yang jumlahnya sebesar 105 responden dari total seluruh responden.

7. Pendapatan rata-rata per bulan yang dimiliki oleh mayoritas responden adalah \leq Rp. 2.000.000 dengan jumlah responden yaitu sebanyak 70 responden.

Berdasarkan dari hasil uji hipotesis pada bab IV, dapat ditarik kesimpulan sebagai berikut:

1. Pengaruh Persepsi Kelayakan Harga terhadap Niat Berkunjung Kembali

Hipotesis pertama (H1a) memiliki hasil yang menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Persepsi Kelayakan Harga dan Niat Berkunjung Kembali.

2. Pengaruh Persepsi Kelayakan Harga terhadap Loyalitas Pelanggan

Hipotesis pertama (H1b) memiliki hasil yang menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Persepsi Kelayakan Harga dan Loyalitas Pelanggan.

3. Pengaruh Kepuasan Pelanggan terhadap Niat Berkunjung Kembali

Hipotesis kedua (H2a) memiliki hasil yang menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Kepuasan Pelanggan dan Niat Berkunjung Kembali.

4. Pengaruh Kepuasan Pelanggan terhadap Loyalitas Pelanggan

Hipotesis kedua (H2b) memiliki hasil yang menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Kepuasan Pelanggan dan Loyalitas Pelanggan.

5. Pengaruh Niat Berkunjung Kembali terhadap Loyalitas Pelanggan

Hipotesis ketiga (H3) memiliki hasil yang menunjukkan bahwa terdapat pengaruh positif dan signifikan antara Niat Berkunjung Kembali dan Loyalitas Pelanggan.

6. Niat Berkunjung Kembali berperan sebagai mediasi antara pengaruh Persepsi Kelayakan Harga terhadap Niat Berkunjung Kembali

Hipotesis keempat (H4a) memiliki hasil yang menunjukkan bahwa Niat Berkunjung Kembali memiliki peran sebagai mediasi parsial untuk Persepsi Kelayakan Harga terhadap Loyalitas Pelanggan.

7. Niat Berkunjung Kembali berperan sebagai mediasi antara pengaruh Persepsi Kelayakan Harga terhadap Niat Berkunjung Kembali

Hipotesis keempat (H4b) memiliki hasil yang menunjukkan bahwa Niat Berkunjung Kembali memiliki peran sebagai mediasi parsial untuk Kepuasan Pelanggan terhadap Loyalitas Pelanggan.

5.2 Implikasi Manajerial

1. Berdasarkan dari hasil penelitian ini dapat dinyatakan bahwa hasil persepsi kelayakan harga terhadap niat berkunjung kembali lebih besar dari hasil kepuasan pelanggan terhadap niat berkunjung kembali yang ditunjukkan dari nilai *original sample*. Maka dari itu, pihak restoran harus dapat mempertahankan variasi harga yang terdapat di Sushi Tei Beachwalk. Selain itu, restoran dapat mengadakan harga promo pada *event* tertentu misalnya pada hari raya besar ataupun hari spesial lainnya sehingga dapat menarik semakin

banyak pelanggan. Selain itu, restoran perlu memperhatikan kepuasan pelanggan dan pengalaman bersantap agar pelanggan mau untuk berkunjung kembali ke Sushi Tei Beachwalk.

2. Berdasarkan dari hasil penelitian ini dapat dinyatakan bahwa hasil niat berkunjung kembali terhadap loyalitas pelanggan lebih besar dari hasil persepsi kelayakan harga terhadap loyalitas pelanggan dan kepuasan pelanggan terhadap loyalitas pelanggan yang ditunjukkan dari nilai *original sample*. Maka dari itu, pihak restoran harus dapat mempertahankan niat berkunjung kembali yang dimiliki oleh para pelanggan sehingga bisa menjadi pelanggan yang loyal. Hal ini dapat dilakukan dengan cara meningkatkan pengalaman pelayanan dan kualitas oleh pihak Sushi Tei Beachwalk. Selain itu, restoran harus bisa meningkatkan persepsi kelayakan harga agar loyalitas meningkat dengan cara memperhatikan variasi harga menu dan mengadakan harga paket yang lebih terjangkau. Restoran juga dapat meningkatkan kepuasan dengan cara melatih para karyawan agar selalu sigap dalam melayani pelanggan, menjaga kebersihan dan kenyamanan ruangan, serta menjaga kualitas dari menu sehingga pelanggan akan mendapatkan pengalaman bersantap terbaik yang diberikan oleh Sushi Tei Beachwalk.
3. Berdasarkan dari hasil penelitian ini dapat dinyatakan bahwa niat berkunjung kembali berperan sebagai mediasi. Untuk mediasi pertama, dimana terdapat hubungan dari persepsi kelayakan harga terhadap loyalitas yang melalui niat berkunjung kembali sebagai mediasi, pihak restoran harus bisa membuat para pelanggan berkunjung kembali ke restoran dengan memberikan penawaran

harga yang wajar sehingga pelanggan menjadi loyal. Untuk mediasi kedua, dimana terdapat hubungan dari kepuasan terhadap loyalitas yang melalui niat berkunjung kembali sebagai mediasi, pihak restoran harus bisa meningkatkan kepuasan pelanggan sehingga bisa melakukan kunjungan kembali yang nantinya dapat menjadikan pelanggan loyal terhadap restoran.

5.3 Keterbatasan Penelitian

Dalam penelitian ini, telah ditemukan beberapa kelemahan atau keterbatasan penelitian, yaitu:

1. Objek yang digunakan dalam penelitian ini hanya diambil pada daerah Bali saja berupa restoran Jepang yaitu Sushi Tei sehingga tidak diketahui apakah terdapat perbedaan hasil di daerah lain atau tidak karena Sushi Tei tersebar juga di wilayah Indonesia lainnya.
2. Secara teori, variabel Niat Berkunjung Kembali dan Loyalitas Pelanggan memiliki makna yang sama. Hal ini membuat indikator pertanyaan antara kedua variabel ini mengandung makna yang serupa.
3. Terdapat salah satu indikator pertanyaan dari niat berkunjung kembali (NBK1) yang di keluarkan pada saat pengujian *loading factor*.

5.4 Saran Penelitian Kedepannya

Berdasarkan keterbatasan penelitian yang ditemukan, maka terdapat beberapa saran yang diberikan untuk penelitian kedepannya.

1. Dapat memilih objek selain restoran Jepang atau restoran Sushi Tei yang ada di luar Bali untuk bisa mengetahui apakah hasil yang diperoleh sama atau tidak.
2. Dapat menggunakan variabel selain niat berkunjung kembali terhadap loyalitas pelanggan untuk menghindari kesamaan makna dari kedua variabel.
3. Memasukkan indikator pertanyaan yang lebih merinci terkait variabel niat berkunjung kembali agar responden bisa memahami maksud dari pertanyaan yang diberikan.



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Lampiran 1. 1

Surat Pengantar Kuesioner

Hal : Permohonan Pengisian Kuesioner Penelitian

Kepada :

Yth. Bapak/Ibu/Teman-teman

Di Tempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Tarisa Olivia Wie Rido

NPM : 190325013

Fakultas : Bisnis dan Ekonomika

Program Studi : Manajemen

Universitas : Atma Jaya Yogyakarta

Dengan ini memohon kesediaan dari Bapak/Ibu/Teman-teman untuk berkenan mengisi kuesioner ini yang merupakan bahan dalam penelitian saya dengan judul **“Pengaruh Persepsi Kelayakan Harga dan Kepuasan Terhadap Loyalitas: Efek Mediasi Dari Niat Berkunjung Kembali, Studi Pada: Sushi Tei Beachwalk”** sebagai salah satu persyaratan untuk memperoleh gelar Sarjana (S1). Seluruh informasi yang diberikan oleh responden pada kuesioner ini hanya akan digunakan untuk kepentingan penelitian saja dan tidak akan disalahgunakan ataupun disebarluaskan.

Demikian surat permohonan ini saya buat, atas perhatian dan partisipasi Bapak/Ibu/Teman-teman saya ucapkan terima kasih.

Yogyakarta, 6 Juni 2023

Hormat saya,



Tarisa Olivia Wie Rido

Lampiran 2. 1 Draft Kuesioner

Pertanyaan Filter

Apakah Anda pernah berkunjung ke Sushi Tei Beachwalk?

- a. Pernah
- b. Tidak Pernah

Pertanyaan Filter

Apakah Anda pernah melakukan pembelian makanan atau minuman di Sushi Tei Beachwalk?

- a. Pernah
- b. Tidak Pernah

Pertanyaan Filter

Dalam 6 bulan terakhir berapa kali Anda melakukan kunjungan dan pembelian di Sushi Tei Beachwalk?

- a. 1 kali
- b. 2 - 3 kali
- c. ≥ 3 kali

Pertanyaan Demografi

Jenis Kelamin

- a. Pria
- b. Wanita

Usia

- a. 17 - 25 thn
- b. 26 - 35 thn
- c. 36 – 45 thn

- d. 46 – 55 thn
- e. ≥ 56 thn

Pekerjaan

- a. Pelajar/Mahasiswa
- b. Pegawai BUMN/BUMS
- c. Wiraswasta
- d. Lain – lain

Pendapatan per bulan

- a. \leq Rp 2.000.000
- b. Rp. 2.000.001 – Rp. 6.000.000
- c. Rp. 6.000.001 – Rp 10.000.000
- d. \geq Rp. 10.000.000

Responden dimohon untuk menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)**
- 2 = TS (tidak setuju)**
- 3 = N (netral)**
- 4 = S (setuju)**
- 5 = SS (sangat setuju)**

Persepsi Kelayakan Harga

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Restoran Sushi Tei Beachwalk memberikan harga yang wajar					
2	Restoran Sushi Tei Beachwalk memberikan harga yang masuk akal					
3	Restoran Sushi Tei Beachwalk memberikan harga yang berada pada level yang dapat diterima					

Kepuasan Pelanggan

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Saya merasa senang dengan pengalaman bersantap di restoran Sushi Tei Beachwalk					
2	Saya merasa nyaman dengan pengalaman bersantap di restoran Sushi Tei Beachwalk					
3	Secara keseluruhan, saya puas dengan pengalaman bersantap di restoran Sushi Tei Beachwalk					

Niat Berkunjung Kembali

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Saya ingin kembali ke restoran Sushi Tei Beachwalk di masa yang akan datang					
2	Saya akan merekomendasikan restoran Sushi Tei Beachwalk kepada teman atau orang lain					
3	Saya ingin datang lebih dari satu kali ke restoran Sushi Tei Beachwalk					
4	Saya akan mengatakan hal-hal positif tentang restoran Sushi Tei Beachwalk kepada orang lain					
5	Saya tidak merasa terganggu ketika membayar lebih setiap kali datang ke restoran Sushi Tei Beachwalk					

Loyalitas Pelanggan

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1	Saya berniat untuk terus memilih restoran Sushi Tei Beachwalk diantara restoran sushi lainnya					
2	Saya mempertimbangkan restoran Sushi Tei Beachwalk sebagai pilihan pertama saya					
3	Saya merasa lebih baik ketika pergi ke restoran Sushi Tei Beachwalk					
4	Saya akan tetap memilih Sushi Tei Restaurant walaupun restoran lain menawarkan promosi					

Lampiran 3. 1 Kuesioner (Google Form)

SUSHI TEI
A Good Deal of Sushi

Pengaruh Persepsi Kelayakan Harga dan Kepuasan terhadap Loyalitas dengan Niat Berkunjung Kembali sebagai Efek Mediasi Studi pada: Sushi Tei Beachwalk

Responden yang saya hormati,

Perkenalkan saya Tarisa Olivia W/e Rido (190325013) mahasiswi dari Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian untuk keperluan tugas akhir skripsi dengan judul "Pengaruh Persepsi Kelayakan Harga dan Kepuasan terhadap Loyalitas dengan Niat Berkunjung Kembali sebagai Efek Mediasi (Studi pada Sushi Tei Beachwalk)". Berkaitan dengan hal tersebut, saya mohon bantuan dari saudara/i untuk mengisi kuesioner ini.

Terima kasih atas perhatian dan ketersediaan saudara/i untuk mengisi kuesioner penelitian ini.

tarisaoliv1910@gmail.com Ganti akun
Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Apakah Anda pernah berkunjung ke Sushi Tei Beachwalk? *

Pernah
 Tidak Pernah

Berikutnya Kosongkan formulir

Konten ini tidak dibuat atau didukung oleh Google. [Laporkan Penyalahgunaan](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Google Formulir

Pertanyaan Filter

Apakah Anda pernah melakukan pembelian makanan atau minuman di Sushi Tei Beachwalk? *

Pernah
 Tidak Pernah

Kembali Berikutnya Kosongkan formulir

Konten ini tidak dibuat atau didukung oleh Google. [Laporkan Penyalahgunaan](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Google Formulir

Pertanyaan Filter

Dalam 6 bulan terakhir berapa kali Anda melakukan kunjungan dan pembelian di *
Sushi Tei Beachwalk?

1 kali
 2 - 3 kali
 \geq 3 kali

Konten ini tidak dibuat atau didukung oleh Google. [Laporkan Penyalahgunaan](#) - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Google Formulir

Pertanyaan Demografi

Jenis Kelamin *

Pria
 Wanita

Usia *

17 - 25 thn
 26 - 35 thn
 36 - 45 thn
 46 - 55 thn
 \geq 56 thn

Pekerjaan *

Pelajar/Mahasiswa
 Pegawai BUMN/BUMS
 Wiraswasta
 Lain - lain

Pendapatan per bulan *

\leq Rp. 2.000.000
 Rp. 2.000.001 - Rp 6.000.000
 Rp. 6.000.001 - Rp. 10.000.000
 \geq Rp. 10.000.000

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Kepuasan Pelanggan

Responden dimohon untuk menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)
- 2 = TS (tidak setuju)
- 3 = N (netral)
- 4 = S (setuju)
- 5 = SS (sangat setuju)

Saya merasa senang dengan pengalaman bersantap di restoran Sushi Tei Beachwalk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa nyaman dengan pengalaman bersantap di restoran Sushi Tei Beachwalk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Secara keseluruhan, saya puas dengan pengalaman bersantap di restoran Sushi Tei Beachwalk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Niat Berkunjung Kembali

Responden dimohon untuk menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)
- 2 = TS (tidak setuju)
- 3 = N (netral)
- 4 = S (setuju)
- 5 = SS (sangat setuju)

Saya ingin kembali ke restoran Sushi Tei Beachwalk di masa yang akan datang *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan merekomendasikan restoran Sushi Tei Beachwalk kepada teman atau orang lain *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya ingin datang lebih dari satu kali ke restoran Sushi Tei Beachwalk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan mengatakan hal-hal positif tentang restoran Sushi Tei Beachwalk kepada orang lain *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya tidak merasa terganggu ketika membayar lebih setiap kali datang ke restoran Sushi Tei Beachwalk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Persepsi Kelayakan Harga

Responden dimohon untuk menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)
- 2 = TS (tidak setuju)
- 3 = N (netral)
- 4 = S (setuju)
- 5 = SS (sangat setuju)

Restoran Sushi Tei Beachwalk memberikan harga yang wajar *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Restoran Sushi Tei Beachwalk memberikan harga yang masuk akal *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Restoran Sushi Tei Beachwalk memberikan harga yang berada pada level yang dapat diterima *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Loyalitas Pelanggan

Responden dimohon untuk menjawab pertanyaan yang diajukan dengan memilih salah satu jawaban yang relevan dengan opini responden. Jawaban akan diklasifikasikan menjadi beberapa pilihan, yaitu:

- 1 = STS (sangat tidak setuju)
- 2 = TS (tidak setuju)
- 3 = N (netral)
- 4 = S (setuju)
- 5 = SS (sangat setuju)

Saya berniat untuk terus memilih restoran Sushi Tei Beachwalk di antara restoran * sushi lainnya

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mempertimbangkan restoran Sushi Tei Beachwalk sebagai pilihan pertama * saya

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa lebih baik ketika pergi ke restoran Sushi Tei Beachwalk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan tetap memilih restoran Sushi Tei walaupun restoran lain menawarkan * promosi

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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Pengaruh Persepsi Kelayakan Harga dan Kepuasan terhadap Loyalitas dengan Niat Berkunjung Kembali sebagai Efek Mediasi Studi pada: Sushi Tei Beachwalk

tariaolivia1910@gmail.com [Ganti akun](#)

Tidak dibagikan



PENGARUH PERSEPSI KELAYAKAN HARGA DAN KEPUASAN TERHADAP LOYALITAS DENGAN NIAT BERKUNJUNG KEMBALI SEBAGAI EFEK MEDIASI

Terima kasih

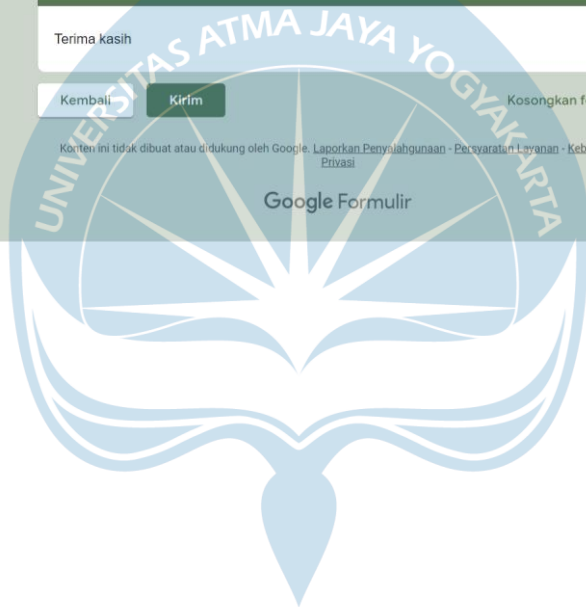
[Kembali](#)

[Kirim](#)

[Kosongkan formulir](#)

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Lampiran 4. 1

Indikator Jurnal Utama

Construct	Measurement	Reference
Kepuasan Pelanggan	<p>I was happy with the dining experience in this restaurant</p> <p>I was contented with the dining experience in this restaurant</p> <p>Overall, I was satisfied with the dining experience in this restaurant</p>	(Carpenter, 2008., Ha and Jang, 2010., Jung and Yoon, 2011)
Niat Berkunjung Kembali	<p>I would like to come back to this restaurant in the future</p> <p>I would recommend this restaurant to my friends or others</p> <p>I would like to come often to this restaurant</p> <p>I would say positive things about this restaurant to others</p> <p>I pay more at every time in this restaurant does not bother me</p>	(Liu and Jang, 2009., Zeithaml et al., 1996)
Persepsi Kelayakan Harga	<p>The prices in this restaurant are fair</p> <p>The prices in this restaurant are reasonable</p> <p>The prices in this restaurant are an acceptable level</p>	(Martin et al., 2009)
Loyalitas Pelanggan	<p>I intened to continue choosing this restaurant</p> <p>I consider to be my first choose of this restaurant</p> <p>I feel better when I go to this restaurant</p> <p>Even if another restaurant</p>	(Kabiraj and Shanmugan, 2010., Wang et al., 2004., Zeithaml et al., 1996)

Lampiran 5. 1

Daftar Responden dan Jawaban Pertanyaan

Timestamp	Apakah Anda pernah berkunjung ke Sushi Tei Beachwalk?	Apakah Anda pernah melakukan pembelian makanan atau minuman di Sushi Tei Beachwalk?	Dalam 6 bulan terakhir berapa kali Anda melakukan kunjungan dan pembelian di Sushi Tei Beachwalk?	Jenis Kelamin	Usia	Pekerjaan	Pendapatan per bulan
4/6/2023 9:20:49	Pernah	Pernah	2 - 3 kali	Wanita	26 - 35 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/6/2023 10:16:31	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 10:25:22	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 10:27:11	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/6/2023 10:50:16	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/6/2023 10:54:43	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000

4/6/2023 11:01:58	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 11:27:57	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	≥ Rp. 10.000.000
4/6/2023 11:37:03	Pernah	Pernah	≥ 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	Rp. 6.000.001 - Rp. 10.000.000
4/6/2023 11:37:25	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp. 6.000.000
4/6/2023 11:38:09	Pernah	Pernah	≥ 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 6.000.000
4/6/2023 11:39:10	Pernah	Pernah	≥ 3 kali	Wanita	26 - 35 thn	Wiraswasta	Rp. 6.000.001 - Rp. 10.000.000
4/6/2023 11:40:06	Pernah	Pernah	≥ 3 kali	Pria	36 - 45 thn	Wiraswasta	≥ Rp. 10.000.000
4/6/2023 11:41:27	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 6.000.001 - Rp. 10.000.000
4/6/2023 11:51:22	Pernah	Pernah	1 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 6.000.000
4/6/2023 11:58:37	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 6.000.000
4/6/2023 12:10:51	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 12:20:42	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 12:23:49	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 6.000.000
4/6/2023 12:39:55	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp. 6.000.000

4/6/2023 12:48:25	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/6/2023 13:10:04	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 13:10:37	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Wiraswasta	≥ Rp. 10.000.000
4/6/2023 13:55:26	Pernah	Pernah	1 kali	Wanita	26 - 35 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/6/2023 14:29:16	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 16:08:59	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/6/2023 17:23:35	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/6/2023 18:49:04	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/7/2023 9:45:54	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/7/2023 11:49:34	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/7/2023 12:29:22	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/7/2023 13:05:01	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/8/2023 14:21:29	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/9/2023 13:25:18	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000

4/9/2023 13:44:13	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 13:45:35	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/9/2023 13:47:20	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Wiraswasta	Rp. 6.000.001 - Rp. 10.000.000
4/9/2023 13:49:53	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Lain - lain	≤ Rp. 2.000.000
4/9/2023 14:23:16	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/9/2023 14:26:19	Pernah	Pernah	≥ 3 kali	Wanita	26 - 35 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 14:40:42	Pernah	Pernah	1 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/9/2023 14:42:19	Pernah	Pernah	≥ 3 kali	Wanita	36 - 45 thn	Wiraswasta	Rp. 6.000.001 - Rp. 10.000.000
4/9/2023 15:49:51	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 15:58:39	Pernah	Pernah	≥ 3 kali	Wanita	36 - 45 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 16:03:22	Pernah	Pernah	≥ 3 kali	Pria	36 - 45 thn	Wiraswasta	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 16:35:10	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 17:46:31	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Wiraswasta	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 17:46:42	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000

4/9/2023 17:47:57	Pernah	Pernah	2 - 3 kali	Pria	36 - 45 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/9/2023 17:49:29	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/10/2023 10:20:35	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/10/2023 14:42:14	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/10/2023 14:48:43	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/10/2023 14:52:51	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	≥ Rp. 10.000.000
4/10/2023 15:47:05	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/10/2023 16:30:29	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/11/2023 4:23:24	Pernah	Pernah	1 kali	Pria	26 - 35 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 12:42:51	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 18:14:09	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Wiraswasta	Rp. 6.000.001 - Rp. 10.000.000
4/11/2023 18:29:41	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Lain - lain	≤ Rp. 2.000.000
4/11/2023 18:31:43	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 18:33:41	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000

4/11/2023 8:37:50	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 18:41:42	Pernah	Pernah	≥ 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/11/2023 18:58:53	Pernah	Pernah	≥ 3 kali	Wanita	26 - 35 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 19:01:49	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 6.000.001 - Rp. 10.000.000
4/11/2023 19:08:07	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	Rp. 6.000.001 - Rp. 10.000.000
4/11/2023 21:26:53	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 22:31:14	Pernah	Pernah	2 - 3 kali	Wanita	26 - 35 thn	Wiraswasta	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 23:04:43	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 23:32:31	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/11/2023 23:34:15	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Lain - lain	≤ Rp. 2.000.000
4/12/2023 7:49:36	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/12/2023 17:34:37	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/12/2023 17:41:59	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/12/2023 17:43:18	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000

4/12/2023 17:48:03	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/12/2023 17:52:02	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/12/2023 18:22:25	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/12/2023 18:42:36	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Lain - lain	≤ Rp. 2.000.000
4/12/2023 19:02:22	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/12/2023 19:27:44	Pernah	Pernah	1 kali	Wanita	26 - 35 thn	Pegawai BUMN/BUMS	Rp. 6.000.001 - Rp. 10.000.000
4/12/2023 19:51:18	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/12/2023 21:02:50	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/12/2023 21:32:20	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/12/2023 22:50:06	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/13/2023 0:34:37	Pernah	Pernah	1 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 7:52:40	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/13/2023 8:29:53	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/13/2023 8:38:50	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000

4/13/2023 9:15:15	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 13:01:28	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 6.000.001 - Rp. 10.000.000
4/13/2023 13:16:50	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/13/2023 13:25:26	Pernah	Pernah	≥ 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 13:34:05	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 6.000.001 - Rp. 10.000.000
4/13/2023 13:36:09	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 13:47:38	Pernah	Pernah	1 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 14:23:46	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 15:28:57	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/13/2023 16:39:12	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 18:00:20	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/13/2023 18:04:36	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/13/2023 18:14:18	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/13/2023 19:27:29	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000

4/14/2023 7:05:53	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/14/2023 14:07:13	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 14:14:13	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Lain - lain	≤ Rp. 2.000.000
4/14/2023 14:18:35	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/14/2023 14:39:58	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 14:56:42	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 15:16:37	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 15:17:43	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 15:31:46	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Wiraswasta	≥ Rp. 10.000.000
4/14/2023 15:34:49	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 15:36:39	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 15:45:52	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/14/2023 15:56:12	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/14/2023 16:07:16	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Wiraswasta	≥ Rp. 10.000.000

4/14/2023 17:20:34	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
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4/14/2023 19:01:15	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
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4/14/2023 20:31:59	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Wiraswasta	Rp. 2.000.001 - Rp 6.000.000
4/15/2023 4:02:12	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/15/2023 8:15:09	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/15/2023 10:49:41	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 6.000.001 - Rp. 10.000.000
4/15/2023 20:00:56	Pernah	Pernah	1 kali	Pria	17 - 25 thn	Pegawai BUMN/BUMS	≤ Rp. 2.000.000
4/16/2023 9:57:28	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/16/2023 9:58:19	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/16/2023 10:00:50	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Lain - lain	Rp. 2.000.001 - Rp 6.000.000
4/16/2023 10:27:49	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/16/2023 10:45:56	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000

4/16/2023 10:50:33	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/16/2023 11:21:55	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	≤ Rp. 2.000.000
4/16/2023 11:30:58	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Lain - lain	≤ Rp. 2.000.000
4/16/2023 12:38:50	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/16/2023 15:02:48	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/16/2023 16:29:39	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/16/2023 16:36:16	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 2.000.001 - Rp 6.000.000
4/16/2023 20:23:51	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Wiraswasta	Rp. 2.000.001 - Rp 6.000.000
4/16/2023 20:26:17	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Lain - lain	≥ Rp. 10.000.000
4/17/2023 6:18:40	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 6.000.001 - Rp. 10.000.000
4/17/2023 8:53:07	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/17/2023 14:25:18	Pernah	Pernah	≥ 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/17/2023 16:44:46	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/17/2023 19:01:00	Pernah	Pernah	2 - 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000

4/18/2023 7:19:44	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pegawai BUMN/BUMS	Rp. 6.000.001 - Rp. 10.000.000
4/18/2023 8:23:11	Pernah	Pernah	1 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/19/2023 9:31:59	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
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4/23/2023 22:11:58	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/29/2023 19:42:53	Pernah	Pernah	≥ 3 kali	Wanita	36 - 45 thn	Wiraswasta	≥ Rp. 10.000.000
4/29/2023 20:24:55	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
4/30/2023 0:03:23	Pernah	Pernah	2 - 3 kali	Wanita	17 - 25 thn	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp 6.000.000
4/30/2023 0:05:37	Pernah	Pernah	≥ 3 kali	Pria	17 - 25 thn	Pelajar/Mahasiswa	≤ Rp. 2.000.000
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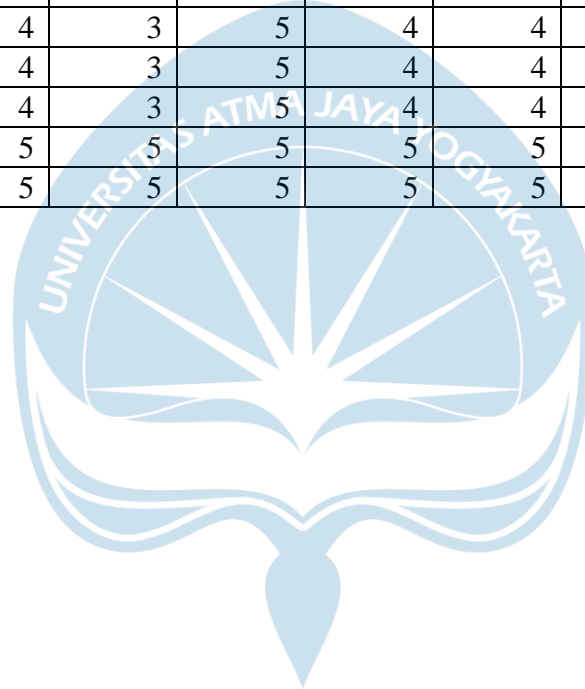
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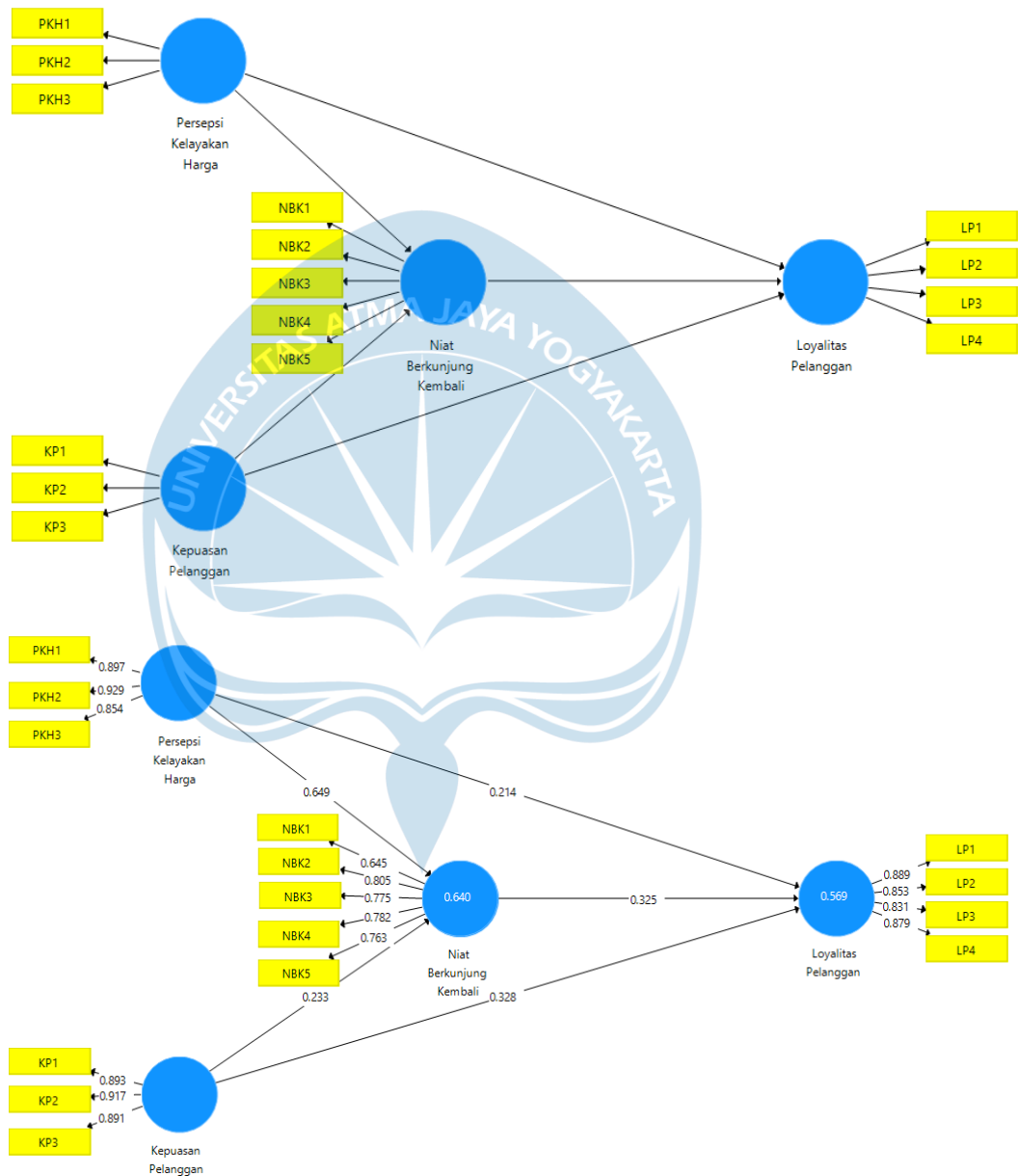
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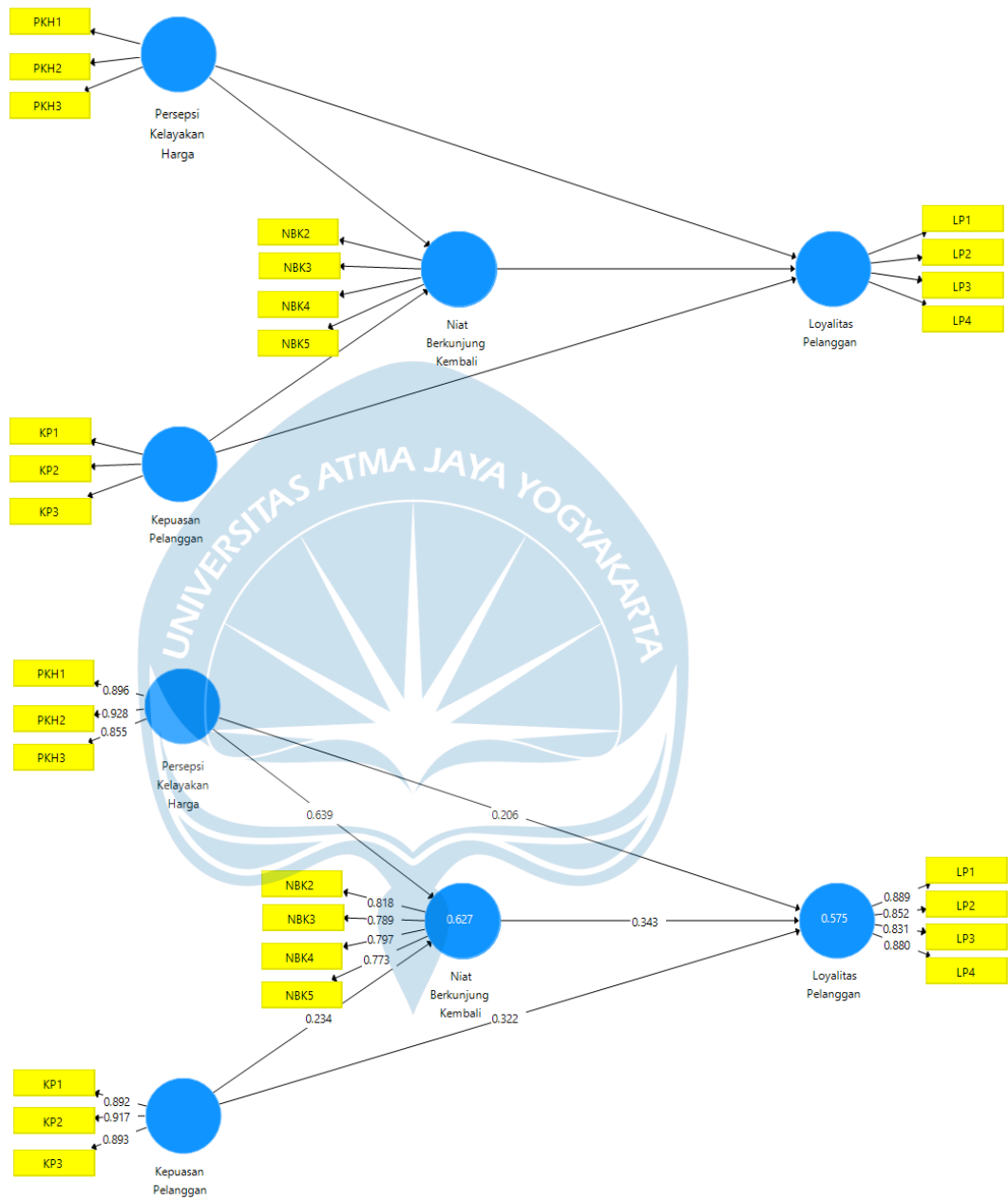
Lampiran 6.1

Hasil Olah Data PLS

1. Model Struktural PLS *Algorithm* (Sebelum Pengeluaran Indikator)



2. Model Struktural PLS *Algorithm* (Sesudah Pengeluaran Indikator)



3. Nilai *Outer Loading* (Sebelum Pengeluaran Indikator)

Outer Loadings

Matrix Copy to Clipboard:

	Kepuasan...	Loyalitas ...	Niat Berk...	Persepsi ...
KP1	0.893			
KP2	0.917			
KP3	0.891			
LP1		0.889		
LP2		0.853		
LP3		0.831		
LP4		0.879		
NBK1			0.645	
NBK2			0.805	
NBK3			0.775	
NBK4			0.782	
NBK5			0.763	
PKH1				0.897
PKH2				0.929
PKH3				0.854

4. Nilai *Outer Loading* (Sesudah Pengeluaran Indikator)

Outer Loadings

Matrix Copy to Clipboard:

	Kepuasan...	Loyalitas ...	Niat Berk...	Persepsi ...
KP1	0.892			
KP2	0.917			
KP3	0.893			
LP1		0.889		
LP2		0.852		
LP3		0.831		
LP4		0.880		
NBK2			0.818	
NBK3			0.789	
NBK4			0.797	
NBK5			0.773	
PKH1				0.896
PKH2				0.928
PKH3				0.855

5. Konstruksi Reliabilitas dan Validitas

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...
	Cronbach...	rho_A	Composi...	Average ...
Kepuasan Pelanggan	0.883	0.884	0.928	0.811
Loyalitas Pelanggan	0.886	0.888	0.921	0.746
Niat Berkunjung Kembali	0.805	0.805	0.872	0.631
Persepsi Kelayakan Harga	0.873	0.874	0.922	0.799

6. Validitas Diskriminan

Fornell-Larcker Criterion

Discriminant Validity

Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Monotrait ...	
	Kepuasan Pelanggan	Loyalitas Pelanggan	Niat Berkunjung Kembali	Persepsi Kelayakan Harga
Kepuasan Pelanggan	0.901			
Loyalitas Pelanggan	0.636	0.863		
Niat Berkunjung Kembali	0.584	0.690	0.794	
Persepsi Kelayakan Harga	0.547	0.646	0.767	0.894

Cross Loadings

Discriminant Validity

	Kepuasan Pelanggan	Loyalitas Pelanggan	Niat Berkunjung Kembali	Persepsi Kelayakan Harga
KP1	0.892	0.561	0.521	0.489
KP2	0.917	0.619	0.513	0.497
KP3	0.893	0.536	0.544	0.493
LP1	0.469	0.889	0.589	0.527
LP2	0.588	0.852	0.546	0.549
LP3	0.679	0.831	0.617	0.570
LP4	0.431	0.880	0.623	0.578
NBK2	0.492	0.518	0.818	0.598
NBK3	0.506	0.550	0.789	0.583
NBK4	0.455	0.492	0.797	0.599
NBK5	0.405	0.619	0.773	0.652
PKH1	0.500	0.550	0.712	0.896
PKH2	0.506	0.582	0.693	0.928
PKH3	0.461	0.600	0.651	0.855

7. R-Square Adjusted

R Square

	R Square	R Square Adjusted
Loyalitas Pelanggan	0.575	0.567
Niat Berkunjung Kembali	0.627	0.622

8. Path Coefficient

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Kepuasan Pelanggan -> Loyalitas Pelanggan	0.322	0.308	0.092	3.489	0.001
Kepuasan Pelanggan -> Niat Berkunjung Kembali	0.234	0.239	0.076	3.061	0.002
Niat Berkunjung Kembali -> Loyalitas Pelanggan	0.343	0.341	0.090	3.796	0.000
Persepsi Kelayakan Harga -> Loyalitas Pelanggan	0.206	0.222	0.098	2.107	0.036
Persepsi Kelayakan Harga -> Niat Berkunjung Kembali	0.639	0.637	0.056	11.399	0.000

9. *Specific Indirect Effect*

Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Devia...	T Statistic...	P Values
Kepuasan Pelanggan -> Niat Berkunjung Kembali -> Loyalitas Pelanggan	0.080	0.083	0.037	2.186	0.029
Persepsi Kelayakan Harga -> Niat Berkunjung Kembali -> Loyalitas Pelanggan	0.219	0.217	0.059	3.728	0.000



Lampiran 7 1 Jurnal Acuan

The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention

A. Celil Cakici, Yilmaz Akgunduz and Oya Yildirim

Abstract

Purpose – The purpose of this study was to examine the relationships between perceived price justice, satisfaction, revisit intention and loyalty among restaurant customers, specially the mediating effect of revisit intention in the relationship between perceived price justice, satisfaction and loyalty.

Design/methodology/approach – Data were collected from a questionnaire distributed to customer of restaurants in Turkey. A total of 304 restaurant customers participated.

Findings – Results from structural equation modeling show that price justice and satisfaction positively influence their revisit intention of restaurant customers, also revisit intention positively influences loyalty of restaurant customers. Also, the empirical results indicate that while revisit intention fully mediates the effect of price justice and loyalty, it partially mediates the effect of satisfaction and loyalty.

Originality/value – When the studies in the literature are examined, it is seen that there are various studies that deal with perceived price justice, customer satisfaction, revisit intention and loyalty variables from a different viewpoint. However, no study has been found on restaurants that investigate the relationship between these four variables and the mediating role of revisit intention. Furthermore, the authors' study contributes to the hospitality and service management literature in two ways. First, the authors follow recent calls for studies on antecedents of revisit intention, with the aim of providing empirical support to uncover factor that shape customers' revisit intentions. Second, the authors investigate the attitudinal mechanism that explains how customers' perception of price justice and satisfaction in their loyalty by exploring the mediation effect of revisit intention. On the other hand, it is foreseen that the study will shed light on restaurant managers and provide healthy data for strategic planning. Additionally, that the results obtained are the practical purpose of the study is to contribute to the determination of product development and promotional strategies for restaurant managements.

Keywords Loyalty, Customer satisfaction, Revisit intention, Restaurant management, Perceived price justice

Paper type Research paper

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1. Introduction

Consumers always wish to do better shopping and get better service at more reasonable prices. Even though they do not seem to be searching for another shop apart from the usual one where they always do shopping, they sometimes want to use new opportunities in accordance with benefit maximization principle. Though non-price instruments are at a premium and they are commonly used by businesses, price which is evaluated as the basic instrument of marketing preserves its importance in customer's revisit. For this reason, businesses go into the effort of improving price equity (Pickel, 2000). Perceived price justice plays an important role on customer satisfaction and subsequent behaviors (Heo and Lee, 2011). Although perceiving the price justice may lead to positive behaviors such as satisfaction (Basseey, 2014; Liu and Jang, 2009), revisit intention (Jiang and Rosenbloom, 2004; Ryu *et al.*, 2008) and loyalty (Basseey, 2014; Bei and Chiao, 2001; Han and Ryu, 2009;

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Martin *et al.*, 2009), perceiving the prices unfair may cause negative behaviors such as negative attitudes, complaints and dissatisfaction (Gummesson, 2002; Hirschman, 1970; Liu and Jang, 2009).

Various studies about perceived price justice, customer satisfaction, revisit intention and loyalty have been made in literature. These studies analyze these variables at different perspectives, suggesting that customers' price justice influences perception (Bassey, 2014); customer satisfaction influences repurchase/revisit intention (Han *et al.*, 2011; Kim *et al.*, 2013; Wu and Liang, 2014) and statements for or against the business (Ha and Jang, 2010; Wu *et al.*, 2014). Ha and Jang (2010) confirm that compared to hedonistic sense, utilitarian sense has a stronger effect on American customers' satisfaction and positive behavioral intentions. American customers are more satisfied and have more positive behavioral intentions when basic utilitarian components such as cost, taste, or menu options are satisfied. This finding indicates that there may be a positive relationship between perceived price justice and revisit intention and loyalty. Han *et al.* (2011) express that customers' changing intentions decrease when their satisfaction level rises. This finding suggests that there may be a positive relationship between customer satisfaction with revisit intention and loyalty.

That customer loyalty has significant, positive benefits for service businesses is well known (Reichheld, 1996). What is less understood, however, is how loyalty is earned and maintained as the customer moves from being a first time customer, to a repeat purchase customer. Most prior research emphasizes customer satisfaction as the primary antecedent to loyalty. This is not surprising given the established link between satisfaction (Han *et al.*, 2009; Kim *et al.*, 2010), revisit intention (Campo-Martinez *et al.*, 2010); Yan *et al.*, 2015), price and value (Soriano, 2002; Yüksel and Yüksel, 2003).

The relationship among perceived price, customer satisfaction, revisit intention and loyalty, which is the subject of this study, is based on understanding of modern relationship marketing whose bases emerged in service marketing researches (Grönroos, 1995). Relationships are focused in marketing on the viewpoint of relationship marketing (Baker, 1985; Gummesson, 1997; Grönroos, 1994). The concept which was used as a term in Berry's study in 1983 is regarded as one of the primary subjects of service marketing applications and researches. It is possible to define relationship marketing as constituting, sustaining and developing customer relationships in multi-service organizations. The most important and long-termed purpose of relationship marketing is to provide customer satisfaction, loyalty and desire to repurchase (Berry, 1995). Starting from this theory, aim of this study is to scrutinize the effect of price justice and satisfaction perceived by the restaurant customers on constituting loyalty to the same restaurant, and mediation role of revisit intention on this effect.

2. Literature review

2.1 Perceived price justice

Customers make a payment in return for the service they get in the restaurants providing service. Price is one of the most important factors in customers' decision-making period (Petrick, 1999). Besides, it is composed of two parts, real price and perceived price. Although real price expresses the amount paid for the product, perceived price is regarded as utilization of benefits customers get from the product (Jacoby and Olson, 1977). Bei and Chiao (2001) define price perception as customers' point of view to the price they pay in return for goods they buy or service they get. Consumers basically make a decision about what they will buy and how much they will pay for each product depending on its price and they get informed of a product's quality and image depending on its price. For this reason, price is mostly perceived as a quality indicator (Meredith and Maki, 2001). Consumers may perceive the price as not only a quality indicator but also prestige factor (Curry and Riesz, 1988).

Therefore, the better psychological process regarding consumers' price perception is defined, the more the probability of consumers' making right decision about price perceptions will increase (Campbell, 1999).

The concept of perceived justice is based on equity theory developed in 1965 by Adams (Blodgett *et al.*, 1993; Chung *et al.*, 2011). Crompton and Lamb (1986) also argue that equity is substantially related to justice. According to this theory, if the parties entering into shopping relationship comprehend that there is justice between what they give and what they get, they are of the opinion that they are behaved fairly. If customers' expectations regarding equity are not met, this causes their dissatisfaction (Oliver and DeSarbo, 1988).

Reference prices have a significant impact on consumer behavior concerning the evaluation of past prices, sensitivity to price losses and purchase (Kalyanaram and Winer, 1995). Reference price is a price expectation based on customers' memories of previous information (Mazumdar *et al.*, 2005). Rajendran and Tellis (1994) suggest the temporal and contextual components of reference prices. They (1994) define that although temporal dimension includes the prices on past purchase occasions and stored in customers memory, contextual dimension includes the different prices of products within the same product category (Mazumdar and Papatia, 1995). The idea that costumers make choices based on reference prices can shed light on the food and beverage between prices and costumers' decisions and behaviors (Nicolau, 2011). When consumers pay a different price for the same good or service, their perception of price unfairness is increase depending upon reference prices that consist of their past purchases and contextual cues (Xia *et al.*, 2004 Karande and Magnini, 2011). Therefore, reference price should be an essential component of managerial decisions concerning pricing (Viglia *et al.*, 2016). According to this view point, it can be said that reference price is relationship with perceived price justice.

Viglia and Abrate (2014) suggest that reference price can be affected some factors. These factors include first, the average and the last price seen; the highest and the lowest price; the variability and trend of the sequence of prices. Social comparisons effect on reference price too. Haws and Bearden (2006), related to social comparisons, state that the awareness that another similar customer paid a lower price appears to be a particularly potent source of perceived unfairness. In other words, customers considering the same price information, if the source is social (i.e. the prices paid by other people), then consumers want to pay less (Viglia and Abrate, 2014). When they pay more than other people, their price justice perceives are weaken.

It is possible to explain price justice perception with the principle of dual-entitlement. This principle expresses reasonable profit for businesses and reasonable price for customers. If the increase in price results from increase in costs, this will be perceived fair. On the other hand, if the prices increase without an emphasis on increase in costs, this will be perceived unfair (Liu and Jang, 2009). When there is a slowdown in price rises, there are justified reasons which increase perceived justice, when prices increase considerably, no reason which increases perceived justice has been found (Martin *et al.*, 2009). For this reason, the price which consumers pay in return for service they get and how they perceive the price is important for it affects customers' revisit intention. Jarrar *et al.* (2003) state that situations such as unexpected prices, payment problems and unfair prices are the ones which occur during purchase and causes dissatisfaction for customers. Bassey (2014) develops a conception model examining the relationship among customers' price justice perception, satisfaction and loyalty and observes that perceived price justice increases customer satisfaction and loyalty in this model. Martin *et al.* (2009) states that loyal customers find small price increases fairer compared to disloyal customers, and such an effect will not be mentioned when big changes in prices occur.

2.2 Customer satisfaction

Businesses relationships with customers include pre-sale and post-sale process in modern marketing understanding. Customer satisfaction is necessary for continuing the relationship. As marketing staff admits, influencing new customer is costlier than influencing available customer. For this reason, not losing the available customer is more important than attracting a new customer. Key for not losing the customer is satisfied customer. Satisfied customer utters positive remarks about the business, advises it to other people, has revisit intention and pays little attention to opponents' products and advertisements. Dissatisfied customer is a potential danger for businesses. Although a satisfied advises a good service to three people, a dissatisfied customer disparages product or service, sharing it with eleven people (Kotler and Turner, 1993).

Customer satisfaction can be explained as evaluations reflecting post-sale positive/negative emotions (Man *et al.*, 2002), judgements about a specific product (Park *et al.*, 2004), post-sale evaluations (Bei and Shang, 2006) and overlapping degree of experiences they get from a product with their expectations (Han *et al.*, 2011). More generally, customer satisfaction is the result of a proportionate valuation between the pre-purchase expectancies and the outputs obtained after the purchase (Eggert and Ulaga, 2002). As a result of this evaluation, customer satisfaction or dissatisfaction arises as the difference between expectation and actuality becomes positive, negative or equivalent.

According to Cronin *et al.* (2000), customer satisfaction combines with value because customer satisfaction is a mixture of service quality and price features. Moreover, satisfaction is defined as "evaluation of emotion." Customer satisfaction reflects the positive emotions on a customer after use of a service. Personal value of an object leads emotional response and emotional response leads behavior. So, customer satisfaction is an important target for business operations because this concept is an important factor in measuring system success (Roh *et al.*, 2005).

2.3 Revisit intention

Positive or negative emotions which consumers acquire as a result of the service they get influence their attitudes toward business from which they get service and their post-sale behavioral intentions considerably. Making positive comments about the business (Boulding *et al.*, 1993; Liu and Jang, 2009; Wang *et al.*, 2004), suggesting the business to others (Liu and Jang, 2009; Parasuraman *et al.*, 1991), becoming a loyal customer of the business by performing revisit behavior, purchasing more service from the business and consenting to pay more (Cronin *et al.*, 2000; Rust and Zahorik, 1993) are the probable results of consumers' positive behavioral intentions. Making negative remarks about the business, complaining, going to that business less frequently or not going to that business again are the probable results of consumers' negative behavioral intentions (Blodgett *et al.*, 1993; Zeithami *et al.*, 1996).

The concept of behavioral intention embodies some behavior which the consumer exhibits as a result of post-sale evaluation and whose effects are quite important for the businesses. Consumers' revisit behavior is one of them. It is important to explain these behavior alternatives which are probable outputs of post-sale evaluation process, other directly or indirectly related factors and their relationships with these factors because of their strategic importance. When analyzing the body of literature, it is seen that in service evaluation process, the view that probable alternatives of behavioral intention are under the effect of variables such as service quality (Cronin *et al.*, 2000; Stank *et al.*, 1999), service value (Cronin *et al.*, 2000; Ha and Jang, 2010; Kim *et al.*, 2013) and satisfaction is prevalent (Cronin *et al.*, 2000; Han *et al.*, 2009).

2.4 Customer loyalty

In marketing literature, dimensions of behavioral intention can be ranged as loyalty, abandoning the business (product or brand), making more payment, exterior response for complaints and interior response for complaints (Zeithaml *et al.*, 1996). Loyalty which is one of these dimensions can be explained as customer's intention to continue his/her relationship with the business or brand (Cyr *et al.*, 2006). In other words, loyalty can be defined as a customer's attitude toward service, brand or business (Mosahab *et al.*, 2010).

Customer loyalty is generally investigated in three basic approaches: behavioral approach, attitudinal approach and mix approach which is the combination of two approaches (Bowen and Chen, 2001). Expressing customer loyalty as purchase frequency, behavioral approach is regarded inadequate to clarify customer loyalty on its own, and attitudinal aspect of loyalty is pointed out (Srinivasan *et al.*, 2002) because repurchase may not mean loyalty. For instance, a guest who prefers to stay at the same hotel due to its location may choose the new hotel which is opened at the same location (Bowen and Chen, 2001). For this reason, customer satisfaction is not only repurchasing of same goods or services; it is customers' psychological loyalty to business' goods and services, integration with business and belonging to the business. This situation expresses attitudinal aspect of loyalty (Smith, 1996). Kandampully (1998) describes customer loyalty as developing an emotional link between customers and service quality and customers' emotional loyalty to the business.

Academicians and practitioners in marketing field regard the importance of customer loyalty as a strategic target in service sector (Loureiro and Kastenholz, 2011). Creating customer loyalty is one of the best success precautions in any business. For this reason, developing and improving customer loyalty is still a focus point for many businesses' marketing actions (Nyadzayo and Khajehzadeh, 2016). The way for integrating the customer with the business is through business' capturing customer's heart (Smith, 1996). A company that has been successful in customer loyalty management attracts customers like as a magnet attracts metals (Bell and Bell, 2004).

According to consumer loyalty model developed by Dick and Basu (1994), customers' level of loyalty to businesses and brands may differ, and loyalty typology is examined under four groups. These are "disloyal customers" who do not have the loyalty or purpose for special goods or service, "customers with superficial loyalty" whose relative attitude is low, but whose repurchase behavior is high; customers showing "undeveloped loyalty" who are attached to business or brand with a high relative attitude and whose repurchase behavior is high and customers with "absolute loyalty" who have high relative attitude and exhibit a high repurchase behavior (Garland and Gendall, 2004).

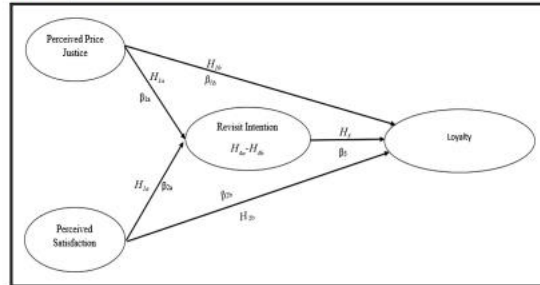
3. Research hypotheses

Graphical model of research is shown in Figure 1. Derived from theory and literature, explanations of hypotheses regarding the ways in the figure have been given below.

3.1 Perceived price justice and revisit intention

As long as price does not take part in values acquired by the customer, competition advantages will diminish in intense competitive environment gradually because perceived price justice as well as product quality may appear as a factor which affects customer revisit (Bei and Chiao, 2001). Perceived price justice can be defined as whether the price is found acceptable by the consumers. Although making such a decision, consumers ground on the price which they pay frequently and also market prices in similar businesses. If the price is not based on the most valid market conditions, they will be perceived unfair by the consumers (Lu and Jang, 2009). In other words, perceived price justice is an important

Figure 1 The conceptual framework



variable in providing competition advantage for businesses and actualizing revisit to the business. This leads to the following hypothesis.

H1a. Perceived price justice is positively related to revisit intention of restaurants' customers.

3.2 Perceived price justice and loyalty

Theoretically, restaurants can charge as many different prices as they want, but if customers perceive the restaurants pricing policy as unfair, this will influence their loyalty, and they would negatively patronize the restaurant in future. It is documented in several studies such as Kim and Han (2008), Meng and Elliott (2008) and Han and Ryu (2009) that the perception of price justice of a customer influences his perceived value and thus produces different emotions and behavioral responds by the customers. This implies that a positive perception will lead to a positive responds and behavior similar such as loyalty (Bassey, 2014). Thus, the following hypothesis that perceived price justice is effective on loyalty has been developed:

H1b. Perceived price justice is positively related to loyalty of restaurants' customers.

3.3 Perceived satisfaction and revisit intention

As customer satisfaction has a potential effect on customers' revisit behaviors (Ha and Jang: 2010; Liu and Jang: 2009) and has become one of the basic instruments to increase customer loyalty, it has a wide scope of application in marketing literature (Jones and Sasser, 1995; Oliver, 1999). In the research in which the relationships among customer satisfaction, basic services and service fulfilment performance and factors which hinder customer change in customers' change intention and satisfaction are examined, it is expressed that increase in customer's satisfaction levels decreases their exchange intentions (Han et al., 2011). Customer satisfaction has an effect which boosts the intentions of revisit (Han et al., 2009) and suggesting to others and diminishes price sensibility (Wu et al., 2014). In other words, satisfied customers do not have the intention of changing the business, and they have the intention of revisiting the same business. Thus, the following hypothesis that perceived customer satisfaction is effective on loyalty has been developed:

H2a. Perceived satisfaction is positively related to revisit intention of restaurants' customers.

3.4 Perceived satisfaction and loyalty

A considerable amount of the consumer behavior literature has demonstrated the relationship between customer satisfaction and loyalty (Oliver, 1999; Bowen and Chen, 2001; Han and Hyun, 2018). Bowen and Chen (2001) identified that customer satisfaction is directly linked to customer loyalty. Therefore, satisfaction can be accepted as one of antecedents of loyalty. Therefore, businesses try to increase customer satisfaction to create customer loyalty. Starting from this point of view, the hypothesis that perceived satisfaction is effective on loyalty has been developed:

H2b. Perceived satisfaction is positively related to loyalty of restaurants' customers.

3.5 Revisit intention and loyalty

In some research studies (Lee, 2016; Song *et al.*, 2014), it is pointed out that customer loyalty increases repurchase/revisit intention; in some other research studies (Suh and Yi, 2006), it is stated that preferring the same business or brand again in the future is an observable result of customer loyalty. Moreover, there are researches acknowledging that revisit intention is in the heart of loyalty (Han *et al.*, 2009). These explanations reveal the relationship between revisit intention and loyalty. On the other hand, the customers who prefer the restaurant only once cannot be considered a loyal customers for this restaurant. To be loyal customers, they need to visit the business many times and be satisfied with the business. For this reason, the customer needs to have revisit intention to test the business for constituting customer loyalty. Hence, the following hypothesis has been developed with the view that revisit intention is an antecedent in constituting loyalty:

H3. Revisit intentions of restaurant customers are positively related to their loyalty.

3.6 Revisit intention as a mediator

It is acknowledged that perceived price justice has an important effect on loyalty (Bassey, 2014; Xia *et al.*, 2004). When examining the studies about service sector and tourism, it is seen that one of the antecedents in constituting revisit intention (Han *et al.*, 2009; Kim *et al.*, 2013) and loyalty (Cronin *et al.*, 2000; Mosahab *et al.*, 2010; Stank *et al.*, 1999) is service quality and satisfaction. However, satisfaction itself may not result in customer revisit in every condition. Although the customers are pleased with the service they get, they may think that payment they make in return for the service they get is overmuch. This situation may cause the customer to perceive less value than goods and service, thus having a negative effect on their revisit intention (Petrick, 2002). It is impossible to think that customers having no revisit intention turn into loyal customers. On the other hand, the customers who think that the price they pay in return for the service and goods may tend to revisit the business (Bassey, 2014; Ha and Jang, 2010). Therefore, it seems possible to get the clues that revisit intention has a mediation role in relationship between perceived price justice and customer loyalty. The following hypothesis has been developed for this reason:

H4a. Revisit intentions of restaurant customers mediate the effect of perceived price justice on their loyalty.

Ensuring customer satisfaction and loyalty has become one of the indispensable purposes in tourism sector. Although customer satisfaction increases revisit intention in short term, it does not affect revisit intention in mid-term and long-term directly (Lee, 2016). Research studies (Bowen and Chen, 2001; Ha and Jang, 2010) generalize this situation and find out that there is a positive relationship between customer satisfaction and loyalty. Bassey (2014)

reveals that customer satisfaction influence customer loyalty positively; therefore, it promotes customer' repurchase action, making them regular customer. Han *et al.* (2009) provides empirical evidences that there is a positive relationship between customer satisfaction and revisit intention in respect of restaurant businesses. On the other hand, there are research studies expressing that perceived satisfaction is an antecedent of revisit intention (Kim *et al.*, 2013). This situation gives clues for revisit intention's mediation role between perceived satisfaction and loyalty:

H4b. Revisit intentions of restaurant customers mediate the effect of perceived satisfaction on their loyalty.

4. Method

4.1 Measurements

A questionnaire, based on the literature review and consisting of five parts, was developed. Part 1 sought information relate to customer gender, age and education level. Part 2 elicited data on customer perceptions on satisfaction, loyalty, revisit intention and perceived price justice in restaurant. A five-point Likert-type scale was used for all items in this study, ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree".

Perceived price justice was measured with three items (Martin *et al.*, 2009). An example item was "The prices in this restaurant are fair." Customer satisfaction was measured using the three items (Carpenter, 2008; Ha and Jang, 2010; Han *et al.*, 2011; Jung and Yoon, 2011). One example item was "I was happy with the dining experience in this restaurant." Revisit intention was measured with five items (Liu and Jang, 2009; Zeithaml *et al.*, 1996). An example item was "I consider to be my first choice of this restaurant." Loyalty was measured with four items (Kabiraj and Shanmugan, 2010; Wang *et al.*, 2004; Zeithaml *et al.*, 1996). An example item was "I intend to continue choosing this restaurant".

4.2 Sampling

The customers coming to qualified restaurants in Adana, Turkey, constitute research population. Restaurants with tourism operation certificate are considered qualified and preferred because of their service to tourism. According to information received from the Provincial Directorate of Culture and Tourism, there are six restaurants with tourism operation certificate in Adana (www.adanakulturuzturizm.gov.tr/TR,172114/turizm-isletme-belgeli-yerme-ve-icme-tesisleri.html). The sample of the survey is the participants who are willing to participate in the field survey from the customers coming to these six restaurants. The reason for choosing restaurants in Adana for data collection is primarily the ease of access to these businesses. Second, because of the fact that it is a metropolitan city, there is a sufficient number and quality of restaurants in Adana. As there are no specific data regarding the customers coming to the restaurants, it does not seem possible to express the population size clearly. Sample size has been calculated as 384 by benefiting unlimited population formula and considering the rate ($p = 0.5$) giving the highest variance [$n \cdot z^2 \cdot (p \cdot q) / e^2$], 0.05 mean and 005 error margin. As there is no customer list available, "convenience sampling" which is one of the non-random sampling methods has been applied. Questionnaires were circulated during the restaurant experience between April 1 and May 10, 2015. A total of 325 customers agreed to participate in the research voluntarily. However, 21 questionnaires had to be excluded from data analysis because of missing data, so the sample data ultimately included 304 questionnaire forms consistent with a multivariate normal distribution.

4.3 Data analysis

In this study, a two-step approach was used to assess overall measurement quality and test the hypothesized relationships (Anderson and Gerbing, 1988). In the first step, the measures were subjected to confirmatory factor analysis for psychometric assessment in terms of convergent and discriminant validity as well as internal consistency reliability. The second step included the assessment of the relationships in the structural model using structural equation modelling.

The overall χ^2 measure, AGFI (adjusted goodness of fit index), GFI (goodness-of-fit index), CFI (comparative fit index), IFI (incremental fit index), RMSEA (root mean square error of approximation) and SRMR (standardized root mean square residual) were used to evaluate model fit for the measurement and structural models. The aforementioned analyses were used via LISREL 8.80 (Joreskog and Sorbom, 1996).

5. Findings

The participants were 304 restaurant costumers in Adana/Turkey. The participants' information is presented in Table I. Of the 304 respondents, 31 per cent (183 people) were males, 58 per cent (169 people) were married, 72 per cent (210 people) were between 18 and 39 years old, 64 per cent (190 people) had bachelor degree and 31 per cent (94 people) were private sector employee. Of these, 52 per cent (159 people) were eating six and more meals in restaurant every month, 28 per cent (75 people) were eating with couple and children and 48 per cent (145 people) were eating at restaurant for spend time with family.

As all construct measures were collected in the same survey instrument and answered by a single respondent, the possibility of common method variance was present. Following Lindell and Whitney (2001) and Podsakoff et al. (2003), we solved the possible existence of common method variance in two ways. First, we used procedural remedies, such as having different types of respondents, that is, different locations, protecting respondent anonymity and reducing evaluation apprehension. Second, we applied Harman's single-factor test as a statistical remedy to analyze common method variance. We extracted three factors (15 items) with the first factor accounting for 66 per cent of the total variance. Therefore, the observed relationships among constructs are not largely accounted for by the systematic variance associated with the measurement technique.

5.1 Assessment of psychometric properties of measures

Three items were dropped during confirmatory factor analysis because of correlation measurement error. That is, one item from revisit intention measure and two items from loyalty measure were removed from further analysis. The results showed the following model fit statistics: ($\chi^2 = 124.21$ df = 48, $\chi^2/df = 2.59$ RMSEA = 0.073 AGFI = 0.89 SRMR = 0.023 CFI = 0.99 IFI = 0.99 GFI = 0.93). Table II indicates that all standardized loadings were greater than 0.50 and *t*-values were significant (*t*-values > 14.04). The average variance extracted (AVE) by perceived satisfaction, revisit intention, perceived price justice and loyalty were 0.90, 0.91, 0.92 and 0.74, respectively. Overall, model fit statistics, significant loadings and average variances extracted by latent variables provided evidence of convergent validity (Anderson and Gerbing, 1988; Fornell and Larcker, 1981). Further, the values of the maximum shared variance (MSV) and average shared variance (ASV) were combined with the AVE values. If all the ASV and MSV values are recorded less than their respective AVE values, discriminant validity prevails (Hair et al., 2010).

All composite reliabilities were also larger than the commonly accepted cutoff value of 0.60. Specially, composite reliability for perceived satisfaction, revisit intention, perceived price justice and loyalty was 0.97, 0.97, 0.97 and 0.90, respectively (Table II).

Table I Respondents' profile

Variables	n	(%)
Gender		
Female	115	39
Male	183	61
Age group		
18-28	105	36
29-39	105	36
40 and above	80	28
Marital status		
Married	169	58
Single	122	42
Education		
Primary education	9	3
Secondary education	19	6
High school	81	27
Bachelor	190	64
What is your goal eating in the restaurant?		
Job	32	
Socialize	105	35
Spend time with my family	145	48
Appease	13	4
Other	9	3
Occupation		
Officer	16	5
Engineer	22	7
Teacher	9	3
Doctor	43	14
Private sector employee	94	31
Artisan	22	7
Manager	18	6
Retired	7	2
Student	22	7
Other	48	16
Frequencies of eating in restaurant at a month		
1-5	145	48
6-10	99	33
11-15	29	9
16 and above	31	10
Who do you eat with in the restaurant?		
Alone	10	3
Couple	67	22
Couple and my children	75	28
Relations	35	11
Job friends	66	22
Other	3	1
Friends	48	16

In this study, the discriminant validity was also assessed. According to Hair *et al.* (2010), the square root of the AVE value for each structure should be larger than the shared relationship coefficients to establish the discriminant validity of the factors in the model. Table III confirmed the discriminant validity. These results also demonstrated that all measures were reliable (Bagozzi and Yi, 1988). Means, standard deviations and correlations of latent variables are presented in Table III. The results in Table III indicate that all correlations are significant.

Table II Overall reliability of the constructs and factor loadings of indicators

Factors/items	Factor loading	t-value	MSV	ASV	AVE	CR
Perceived satisfaction						
I was happy with the dining experience in this restaurant	0.96	22.50	0.74	0.55	0.90	0.97
I was contented with the dining experience in this restaurant	0.98	23.24				
Overall, I was satisfied with the dining experience in this restaurant	0.91	20.49				
Revisit intention						
I would like to come back to this restaurant in the future	0.95	21.90	0.72	0.60	0.91	0.97
I would recommend this restaurant to my friends or others	0.96	22.21				
I would like to come more often to this restaurant	0.95	21.90				
I would say positive things about this restaurant to others	-	-				
I pay more at every time in this restaurant does not bother me	-	-				
Perceived price justice						
The prices in this restaurant are fair	0.97	22.85	0.53	0.45	0.92	0.97
The prices in this restaurant are reasonable	0.98	23.45				
The prices in this restaurant are an acceptable level	0.92	20.92				
Loyalty						
I intend to continue choosing this restaurant	0.94	21.29	0.61	0.63	0.74	0.90
I consider to be my first choice of this restaurant	0.91	20.04				
I feel better when I go to this restaurant	0.72	14.04				
Even if another restaurant	-	-				

Notes: Chi-square = 124.21, df = 48, p-value = 0.00000, RMSEA = 0.073, GFI = 0.93, AGFI = 0.89, SRMR = 0.023, CFI = 0.99, IFI = 0.99; AVE represents average variance extracted; MSV represents maximum shared variance; ASV represents average shared variance; CR represents construct or composite reliability; *** denotes significance level of 0.01 and (-) dropped item

Table III Means, standard deviations and correlations of study constructs

	Mean	SD	PS	RI	PJ	L
Perceived satisfaction (PS)	4.28	0.79	(0.95)			
Revisit intention (RI)	4.32	0.74	0.86	(0.95)		
Price justice (PJ)	4.13	0.80	0.61	0.68	(0.96)	
Loyalty (L)	4.03	0.83	0.78	0.85	0.73	(0.86)

Notes: All correlations are significant at the 0.01 level (two-tailed test). SD: Standard Deviation. The numbers in the cells of diagonal line are squared root of AVE

6. Structural equation model

In the present study, the hypotheses were tested using structural equation modeling. Therefore, the fit indices values of the appropriate model, i.e. partial mediation model, were $\chi^2/df = 2.59$, GFI = 0.93, AGFI = 0.89, IFI = 0.99, CFI = 0.99, SRMR = 0.023, RMSEA = 0.073.

The values for path estimates are shown in Table IV. Perceived price justice influences revisit intention positively ($\beta = 0.23$ $p < 0.001$), supporting H1a. Further, perceived price justice influences loyalty positively ($\beta = 0.27$ $p < 0.001$), supporting H1b.

Perceived satisfaction influences revisit intention in a positive manner ($\beta = 0.72$ $p < 0.001$), supporting H2a. Further, perceived satisfaction influences loyalty positively ($\beta = 0.15$ $p < 0.001$), thereby supporting H2b.

Revisit intention of restaurant customer influences loyalty positively ($\beta = 0.52$ $p < 0.001$), thereby supporting H3.

The proposed model specifies perceived price justice and perceived satisfaction as an exogenous construct while revisit intention and loyalty as endogenous construct. The

Hypothesized path		Standardized path coefficients	t-values	Result
Hypothesis: H1a	Perceived price justice revisit intention	0.23	5.99	Supported
Hypothesis: H1b	Perceived price justice loyalty	0.27	5.67	Supported
Hypothesis: H2a	Perceived satisfaction revisit intention	0.72	14.45	Supported
Hypothesis: H2b	Perceived satisfaction loyalty	0.15	2.05	Supported
Hypothesis: H3	Revisit intention loyalty	0.52	6.63	Supported

proposed mode was re-estimated by constraining the direct effect of perceived satisfaction and perceived price justice on loyalty to examine the mediating effect of revisit intention. Baron and Kenney (1986) suggested four necessary conditions for the existence of mediation effect, all of which were met in this study. That is $\beta 1a$, $\beta 1b$, $\beta 2a$, $\beta 2b$ and $\beta 3$ were significant. The fourth condition can be satisfied if the parameter estimate between perceived price justice and loyalty, between perceived satisfaction and loyalty becomes insignificant (full mediation) or less significant (partial mediation) than the parameter estimate in the constrained model.

According to partial mediation model, price justice predicted revisit intention ($\beta = 0.23$ $p < 0.001$) and revisit intention predicted loyalty ($\beta = 0.52$ $p < 0.001$). These results show that although indirect effect of price justice on loyalty through mediation of behavioral intention was 0.12 ($\beta = 0.23 \times 0.52 = 0.12$ $p < 0.001$), the direct effect of perceived price justice on loyalty was 0.27. The indirect effect is weaker than direct effect. Therefore, H4a partially supported (Figure 2).

According to partial mediation model (see Table V), perceived satisfaction predicted revisit intention ($\beta = 0.72$ $p < 0.001$) and revisit intention predicted loyalty ($\beta = 0.52$ $p < 0.01$). This results show that although the indirect effect of perceived satisfaction on loyalty through mediation of revisit intention was 0.37 ($\beta = 0.72 \times 0.52 = 0.37$ $p < 0.001$), the direct effect of perceived satisfaction on loyalty was 0.15 ($p < 0.01$). The indirect effect is stronger than direct effect. Therefore, H4b fully supported. Moreover, the coefficient of determination of loyalty as an endogenous construct was 78 per cent, which that greater than 50 per cent of its variability was explained by the estimated model.

Figure 2 Results of the hypothesized model

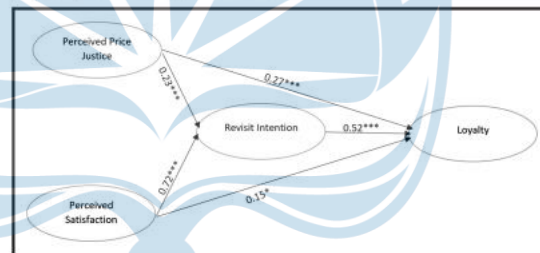


Table V Path estimates of structural models

Stated as alternative hypothesis	Standardized path coefficients value				
	Full mediation model		Partial mediation model		
	β	t-value	β	t-value	
Perceived price justice → Loyalty			0.27	5.67	
Perceived satisfaction → Loyalty			0.15	2.05	
Perceived price justice → Revisit intention	0.25	6.50	0.23	5.99	
Perceived satisfaction → Revisit intention	0.71	14.60	0.72	14.45	
Revisit intention → Loyalty	0.85	20.33	0.52	6.63	

7. Conclusions and suggestions

This study was conducted with customer of restaurants to investigate the mediator role of revisit intention in the effect of perceived price justice and perceived satisfaction on loyalty. The first hypothesis that restaurant customers' perceived price justice would positively affect their revisit intention and loyalty was supported, in that restaurant customers with stronger perceived price justice reported more positive behaviors for these restaurants. The second hypothesis that restaurant customers' perceived satisfaction would increase their revisit intention and loyalty was supported, in that customers with higher satisfaction reported higher revisit intention and loyalty. The third hypothesis that restaurant customers revisit intention would increase their loyalty was supported, in that customers with stronger revisit intention reported more loyalty. The fourth hypothesis that revisit intention mediates the effect of perceived price justice and perceived satisfaction on loyalty was supported. That is whereas revisit intention partially mediated the effects of perceived price justice on restaurant customers' loyalty, revisit intention fully mediated the effects of perceived price justice on restaurant customers' loyalty.

The Food and Beverage sector in Turkey is increasing – as it does across the world. There is a fierce competition in this sector. Restaurant managers who want to maintain their presence or expand their business need to understand the target audience correctly and steer their marketing studies accordingly. The aim of this research is to find out the relationship of perceived price justice and satisfaction perception with customers' intention of revisiting the restaurant and loyalty. Thus, the research aims to inform restaurant managers in food and beverage sectors about customers' intentions of revisiting the restaurant and feelings of loyalty and contribute to the practices of managers in this sector.

In this research, first of all, it was expected that perceived price justice increase customers' revisit intentions. The results support this expectation, and they are in parallel with the findings of the research which argues that when customers have high perceived price justice, their intentions of revisit increase (Khajitankorncharoen and Chirapanda, 2014; Liu and Lee, 2016; Marinkovic *et al.*, 2014; Yan *et al.*, 2015). Managers should take the value customers attach to the product into consideration when determining the prices of the products in the menu (Othman *et al.*, 2013). In so doing, they should bear in mind some internal and external factors related to the business. The internal factors they should consider are the price and cost of the product, amount of consumption, and whether the product is seasonal, a main course or a special course. Furthermore, restaurant managers should design the price of product comparing with the quality and taste of the food items. In addition, they should also pay attention to external factors such as the income of the target group depending on the economic conditions of the country and foreign currency if there is a need for imported raw materials. The prices determined according to these factors can lead to increase in perceived price justice of customers and thus their intentions to revisit.

Second, it was expected that the satisfaction of customers will increase their intentions to revisit the restaurant. As expected, the findings of this research supported this hypothesis.



These findings also support the research (Brown *et al.*, 2016; Kim *et al.*, 2013) identifying a positive relationship between satisfaction and revisit intention. Upon feeling satisfied, the customers maintain their intention of revisiting the restaurant again. In other words, if the satisfaction of the customers is not met, they are unlikely to come to the restaurant again. If restaurant managers want the customers to visit the business, factors affecting customer satisfaction should be identified. Decoration, presentation of food and beverage, atmosphere (light, temperature, colors and music, etc.), price, the dress of the staff and their behaviors, hygiene and customer profile in the restaurant are among these factors (Yan *et al.*, 2015). Restaurant managers should identify the factors that affect the satisfaction levels of target audience most and should direct their limited resources toward these factors.

Restaurant managers should be in constant development to increase customer satisfaction. They may develop new products, make a difference in the menu and offer better restaurant atmosphere and personalized service to customers to achieve it (Fakih *et al.*, 2016; Pecotic *et al.*, 2014; Ojuyi, 2015; Ziadat, 2015). Moreover, staff also play a key role in customer satisfaction. Restaurant managers should bear in mind that dissatisfied staff may have limited contribution to the satisfaction of customer. Therefore, to increase the satisfaction of the staff, managers should give them an opportunity for self-development, authority to organize the work and right to speak about the decisions concerning them. They should also appreciate them, emphasize the importance of the work they do and help them keep the family-job balance in arrangement of shifts, improve the physical working conditions of the restaurant and carry out the performance rewarding in a fair and trust-based manner.

Third, it was expected that the satisfaction of customers will increase their loyalty. As expected, the findings of this research supported this hypothesis. These findings also support the research (Oliver, 1999; Bowen and Chen, 2001; Han and Hyun, 2018) identifying a positive relationship between satisfaction and loyalty. Customers prefer restaurants considering such aspects as quality, taste and price (Revald and Grönross, 1996). All these combine the concept of value emerges. For this reason, if restaurant managers add to value an offered food and beverage, they can create customer satisfaction and increase customer loyalty.

In the research, it was expected that customers' intentions of revisit increase their loyalty. This finding is parallel with the research (Som *et al.*, 2012; Thiursek and Ruangranjanases, 2016) accepting intention of return as a processor of loyalty. Restaurant loyalty may lead customers to choose the restaurant they show loyalty despite being able to buy the same product at a lower price in an alternative place. Within this respect, restaurant managers use three strategies to beat the competition: cost leadership, differentiation and focus (Porter, 1980). Cost-oriented competitive edge is difficult to maintain, as they are affected by several external factors. To increase customers' revisit intentions and loyalty when managers create a perception among the customers that the service will not be offered in other restaurants, they can outcompete in the long term by following differentiation strategies. Doing this requires persuading customers in how the restaurant or the product they offer is different. In forming difference, the unique quality of the offered service, chef's special recipes for food beverage and issues concerning cooking and presentation can play a role.

The present results partially supported the claim that revisit intention mediates the effect of price justice on loyalty. That is, revisit intention both directly and positive correlated with loyalty and also significantly mediated the effect of customers' perceived price justice on loyalty, which supports the findings of Waheed and Hassan (2016) and Huang (2007).

In particular, the results of this study showed that in the food and beverage industry, revisit intention of customer has a mediator effect of satisfaction on customer loyalty that is similar to findings of Söderlund (1998) and Chen *et al.* (2016). The customer's perceived price justice leads to revisit intention and eventually to customer loyalty. Meanwhile, the study found that customer revisit intention is clearly a mediating variable between satisfaction

and loyalty. This means that when a customer is satisfied, he/she will have more revisit intention and eventually develop stronger loyalty. The findings show that to create loyal customers, managers should increase customers' satisfaction levels. Therefore, all managerial practices aiming to increase satisfaction of customer will at the same time increase their intention of revisit and thus loyalty.

7. Limitations and future study suggestions

Even though this study provides important theoretical and managerial implications, a few limitations exist. The research did not cover all types of restaurants, such as fast-food restaurants and coffee shops. There may also be other potential mediators in the relationship between price justice, satisfaction and loyalty, such as satiation partners or self-control. Thus, it is suggested that future studies should consider other types of restaurants and possible mediators. Finally, in this research, perceived price justice, satisfaction, revisit intention and loyalty are analyzed only from the perspective of customers. Satisfaction and revisit intention displayed by customers can also be studied from the perspective of managers and employees.

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