

Research Article

The Influence of Perceived Food Quality, Price Fairness, Perceived Value and Satisfaction on Customers' Revisit and Word-of-Mouth on Cake & Bakery Shops In Yogyakarta and Surakarta

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ABSTRACT

This research aims to examine and analyze the effect of perceived food quality, price fairness, perceived value perception, satisfaction on customers revisit and word of mouth on cake & bakery consumers in Yogyakarta and Surakarta. Model and hypothesis testing have been tested using a sample of 250 respondents with a population from cake & bakery visitors in the Yogyakarta and Surakarta areas. The sampling technique used is purposive sampling. The Structural Equation Modeling (SEM) method used to test the research model is AMOS version 24. The data variables used in this case include perceived food quality, price fairness, perceived value, satisfaction, customers revisit and word-of-mouth intentions. The model built eight hypotheses. Based on the results of the study, it is shown that the perceived food quality has a positive effect on price fairness, perceived value, and satisfaction. Price fairness has no effect on perceived value and price fairness has a positive effect on visitor satisfaction. Perceived value has a positive effect on satisfaction. Satisfaction has a positive effect on revisit and word-of-mouth intentions.

Keywords: perceived food quality, price fairness, perceived value, satisfaction, revisit intention, and word-of-mouth intentions

INTRODUCTION

The economy in Indonesia is currently growing, one of which is in the food and beverage industry which is the main sector and significantly contributes to

economic growth. The cake and bakery business is one of the most popular businesses and attracts buyers. Many cakes and bakery businesses are found in the cities of Yogyakarta and Surakarta because the two cities are tourist areas which of course have the potential to be used as a business places to develop a business. Like the businesses run by Papa Cookies Cake & Bakery, BreadTalk, Parsley Bakery, Holland Bakery, and Wonder Bakery. Quality is very important for companies in meeting market demand which is one of the important factors for consumers in determining their satisfaction.

This can be seen from the extent to which a product can match consumer expectations so that it can create feelings of pleasure or disappointment for a product (Cheung et al., 2018). The increasingly fierce competition requires companies to continue to improve the quality of their products to retain consumers. This can be done by instilling perceptions in consumers when using products or services so that consumers are interested in making return visits or making repeat purchases.

Perceived value relates to how price information can be fully understood and give meaning to consumers. Price perception becomes a consumer's assessment of the comparison of the amount of the price issued with what will be obtained from a product or service (Fakhrudin, 2019). Purchases made by consumers can occur because of consumer confidence in a product or service. When consumers trust a product or service, it will create a perception of perceived value and satisfaction that a product or service has good quality so that consumers make return visits. This is an interest in repurchasing consumer experiences made in the past (Bolton, Warlop & Alba, 2003).

The update in this research is the selected research object. Where the previous research took place in the country of Turkey which is rich in various culinary tours. While this research was conducted in the cities of Yogyakarta and Surakarta which are also rich in culinary tourism and how customers respond to cake & bakery products. Do cake & bakery products in Yogyakarta and Surakarta attract their interest or are they interested in other food products? Based on the above background, researchers will conduct research on the effect of perceptions of food quality, price fairness, perceived value with return visits, and word of mouth on cake & bakery consumers.

LITERATUR REVIEW AND HYPOTHESIS

Perceived Food Quality

According to Kwun (2011) states that the perceived of food quality as a characteristic of a product or service that can meet customer needs and perceived of food quality play an important role in consumer decisions to purchase, but

when food quality increases, so do purchasing decisions. According to (Beldona & Kwansa, 2008) food quality is influenced by several factors, namely taste, quality, menu variety, distinctive taste, cleanliness, and innovation.

Price Fairness

Price fairness according to Tjiptono (2016) states that the fairness of the price according to the goods obtained is by the quality and the money paid. The price level is expensive, cheap, or moderate, depending on personal perception. This is of course motivated by the environment and personal conditions themselves. If a consumer's price perception can influence the decision to buy a product or service, the company must be able to convey a good perception of the product or service it sells.

Perceived Value

According to Kotler & Keller (2016) perceived value is considered as the customer's evaluation of all perceived benefits and all costs incurred. On the other hand, according to (Namin, 2017) perceived value is defined as a consumer's overall assessment of a product or service based on various benefits and sacrifices.

Satisfaction

According to Ryu & Han (2009), satisfaction is a feeling of pleasure or disappointment that arises as a result of comparing the expected product results with the resulting performance. When performance exceeds expectations, consumers will be very happy and satisfied. While the opinion (Tjiptono, 2016) visitor satisfaction is a cognitive buying situation in terms of equality or difference between the results obtained and the sacrifices made.

Revisit Intentions

Consumer behavior concerns about purchasing or using services from the same service provider are strongly influenced by their experience of satisfaction with the services provided previously (Yuliantoro et al., 2019). Revisit according to Xia et al (2004) is a buying behavior that represents a strong desire to repurchase.

Word-of-Mouth Intentions

Word of mouth intentions according to Lee et al (2011) is communication in the form of individual or group recommendations for products or services that are intended to provide personal information. (Harrison Walker, 2001) defines the word of mouth intentions as an informal personal communication between non-profit communicators and recipients based on brands, products, organizations, or services.

Empirical Review

Perceived of food quality is described as a concept that is carried out before and after evaluating a product or service. Food quality can also be mentioned as an important aspect that can affect consumer experience when buying food Kwun (2011). Price fairness leads to customer satisfaction because the price is a factor that is felt directly by customers when paying for a particular product (Herrmann et al., 2007). If the perception of quality is high, the fairness of the price is getting better. Because cake & bakery shops will increase consumer assessments of the prices offered by-products or services that are reasonable and acceptable so customers will judge prices for product quality comparisons.

Consumer perceptions of prices are called price perceptions, namely the level of consumer interest that pays more attention to paying lower prices (Spreng et al., 1996). If the service provided is getting better, the customer value will also be higher. A quality product if the product can meet the needs and desires as expected and can even exceed what consumers expect in cake & bakery. The better the perceived quality, the higher the perceived value perceived by customers.

H1: *Perceived food quality has a positive effect on price fairness.*

H2: *Perceived food quality has a positive effect on perceived value.*

H3: *Price fairness has a positive effect on perceived value.*

According to Spreng et al (1996) a product that is judged to have a quality that can meet or exceed consumer needs and expectations leads to consumer satisfaction. In addition, according to Ryu & Han (2009) awareness of food quality is the most important attribute of overall restaurant service quality and is positively related to customer satisfaction and loyalty. The relationship between food quality and visitor satisfaction is very important for cake & bakery shops because the fulfillment of visitor satisfaction means cake & bakery shops have provided the maximum quality of service expected by visitors.

According to Ryu & Han (2009) stated that price is a fundamental factor to shape visitor satisfaction related to quality. Price fairness and visitor satisfaction affect consumer loyalty. In other words, the higher the perceived fairness of the price, the higher the level of consumer loyalty. According to Kotler & Keller (2016) perception is the process by which an individual selects, organizes, and interprets information input to create a meaningful worldview. Yuliantoro et al (2019) stated that customer value is the perceived value of customers, and companies need to take value into account when developing products and services to meet their expectations. This shows that the better the consumer's perception of the value

of the product, the more satisfied consumers are with the product. Visitor satisfaction is influenced by perceived value.

H4: *Perceived food quality has a positive effect on satisfaction.*

H5: *Price fairness has a positive effect on satisfaction.*

H6: *Perceived value has a positive effect on satisfaction.*

When consumers feel that the product they choose is of high quality and can meet or exceed their needs and expectations, it can influence their return to visit. Visitor satisfaction is very important for business management because visitor satisfaction can have a very positive impact on the company. The most obvious positive effect is the existence of repeat purchases by customers, so management needs to pay attention to customer satisfaction which can be measured by various methods such as surveys. The results of this survey support the Nguyen & Gizaw (2015) survey which shows that visitor satisfaction influences customer repurchase decisions.

According to Lee et al (2011) Word of Mouth Intentions (WOM) or word of mouth is a communication process in the form of individual or group recommendations for products or services intended to provide personal information. (Harrison Walker, 2001) defines the word of mouth intentions as an informal personal communication between non-profit communicators and recipients based on brands, products, organizations, or services. In addition, according to Chung et al (2011) shows that customer satisfaction can make a significant contribution to a company's success in various ways. The empirical results of this survey show that the higher the consumer satisfaction, the higher the desire to repurchase and inform others positively. The results of the above research are consistent, the research conducted shows that visitor satisfaction and word of mouth intentions in the future have a positive relationship with each other.

H7: *Satisfaction has a positive effect on revisit intentions.*

H8: *Satisfaction has a positive effect on Word-of-Mouth Intentions.*

METHODOLOGY

Researchers used the quantitative method with primary data collection and a total of 250 respondents. Respondents of this study were cake & bakery consumers in the Yogyakarta and Surakarta areas. Data was obtained by distributing online questionnaires via Google Form. The research framework proposed is as in the Figure 1.

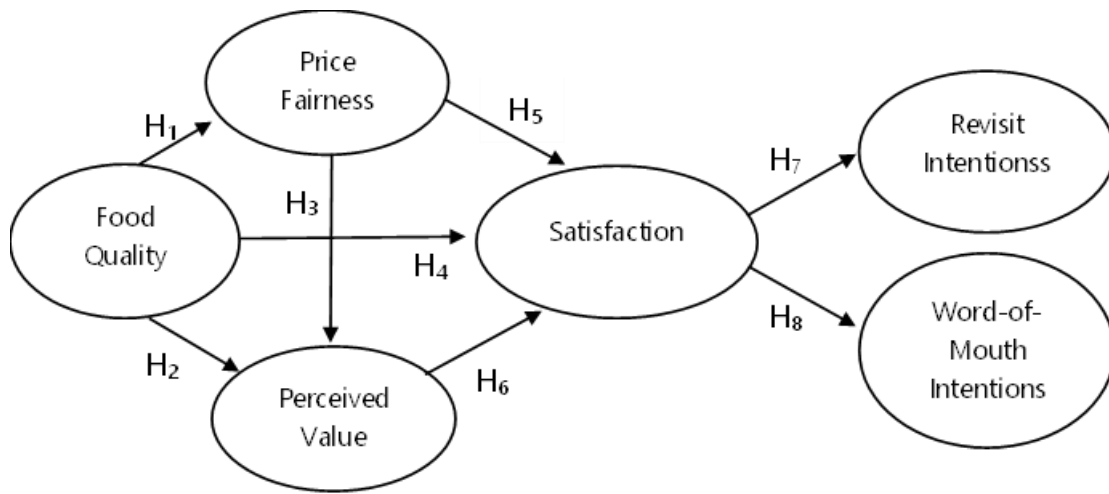


Figure 1: Research Model

Data Analysis Technique

Statistical analysis was carried out using statistical techniques to prove the formed hypothesis. The tool used for this study is Structural Equation Modeling (SEM). SEM is a statistical analysis technique that combines aspects of factor analysis and regression that allows researchers to be able to test the variables studied simultaneously (Hair et al., 2017). This study uses the AMOS version 24 application program.

RESULTS

Normality Test

The assumption of normality data must be met so that the data can be further processed for the SEM model. The normality test of the data is carried out by observing the critical ratio in the assessment of normality with a critical ± 2.58 at the 0.01 level.

Table 1. Normality Test

Variable	Min	Max	Skew	C.r.	Kurtosis	C.r.
RI2	3	7	-0,457	-2,835	-0,567	-1,759
RI1	3	7	-0,395	-2,452	-0,691	-2,144
PV1	3	7	-0,475	-2,948	-0,638	-1,98

Variable	Min	Max	Skew	C.r.	Kurtosis	C.r.
PV2	1	7	-1,005	-6,238	0,926	2,872
PV3	1	7	-0,237	-1,474	-0,784	-2,432
PF3	3	7	-0,668	-4,145	-0,175	-0,542
PF2	3	7	-0,524	-3,251	-0,51	-1,583
PF1	3	7	-0,416	-2,58	-0,73	-2,263
FQ4	3	7	-1,086	-6,74	1,389	4,31
FQ3	3	7	-0,878	-5,45	0,777	2,411
FQ2	2	7	-0,531	-3,296	-0,422	-1,308
FQ1	3	7	-0,713	-4,423	0,253	0,786
SS3	3	7	-0,573	-3,557	-0,367	-1,138
SS2	3	7	-0,295	-1,831	-0,847	-2,626
SS1	3	7	-0,41	-2,543	-0,616	-1,911
WOM1	1	7	-0,721	-4,473	0,74	2,294
WOM2	1	7	-0,935	-5,804	1,334	4,139
WOM3	1	7	-0,357	-2,214	-0,33	-1,024
Multivariate					84,458	23,920

Source: Data Processing, 2022

The results of the normality test are not normally distributed in a univariate manner, this is because the critical ratio value is not in the range of ± 2.58 . On the other hand, the data does not meet the normal assumption in a multivariate manner because the value is 23.920. However, this data abnormality does not matter because according to Hair et al (1998) there is now a new perspective in non-parametric estimation related to parameters and confidence level estimates for matrix variables. We need not assume that the confidence levels for the parameters follow a normal distribution.

Outliers

Outliers were evaluated using an analysis of multivariate outliers seen from the value of the Mahalanobis distance. Mahalanobis distance is calculated using the chi-square value on the degree of freedom of 19 indicators at the level of $p < 0.001$ with the formula $X^2(19;0.001) = 43,820$.

Table 2. Mahalanobis Distance Test Result

Observation number	Mahalanobis d-squared	p1	p2
77	43,017	0,001	0,168
92	42,486	0,001	0,021
67	42,047	0,001	0,002
64	41,224	0,001	0
177	40,645	0,002	0
100	40,186	0,002	0
105	39,924	0,002	0
163	39,890	0,002	0
134	39,774	0,002	0
161	39,717	0,002	0

Source: Data Processing, 2022

The results of the Mahalanobis Distance test of the processed data did not detect a value greater than 43,820, so it can be concluded that there is no outlier data.

Validity and Reliability Test

Confirmatory analysis consists of validity and reliability tests to test the concepts built using several measurable indicators. The validity test was measured using the loading factor value and the reliability test was measured by looking at the construct reliability value. The indicator is considered valid when its loading factor is 0.50 with an ideal value of 0.70 (Ghozali, 2017). Construct reliability is good if the construct reliability value is > 0.7 and the variance extracted value is > 0.5 .

Table 3. Validity Test Result

Variable	Indicator	Loading Factor	Cut Off	Description
Food Quality	FQ1	0,697	0.5	Valid
	FQ2	0,650	0.5	Valid
	FQ3	0,775	0.5	Valid
	FQ4	0,793	0.5	Valid
Price Fairness	PF1	0,899	0.5	Valid

Variable	Indicator	Loading Factor	Cut Off	Description
Perceived Value	PF2	0,966	0.5	Valid
	PF3	0,841	0.5	Valid
	PV1	0,648	0.5	Valid
	PV2	0,903	0.5	Valid
	PV3	0,710	0.5	Valid
Satisfaction	SS1	0,896	0.5	Valid
	SS2	0,882	0.5	Valid
	SS3	0,927	0.5	Valid
Revisit Intentions	RI1	0,933	0.5	Valid
	RI2	0,926	0.5	Valid
Word of Mouth Intentions	WOM1	0,985	0.5	Valid
	WOM2	0,824	0.5	Valid
	WOM3	0,841	0.5	Valid

Source: Data processing (2022)

Table 4. Reliability Test Result

Variable	Indicator	Loading Factor	CR	Description
Food Quality	FQ1	0,697	0,82024	Reliabel
	FQ2	0,650		
	FQ3	0,775		
	FQ4	0,793		
Price Fairness	PF1	0,899	0,92998	Reliabel
	PF2	0,966		
	PF3	0,841		
Perceived Value	PV1	0,648	0,80219	Reliabel

Variable	Indicator	Loading Factor	CR	Description
Satisfaction	PV2	0,903	0,92892	Reliabel
	PV3	0,710		
	SS1	0,896		
	SS2	0,882		
	SS3	0,927		
Revisit Intentions	RI1	0,933	0,92703	Reliabel
	RI2	0,926		
Word of Mouth Intentions	WOM1	0,985	0,91606	Reliabel

Source: Data Processing, 2022

The validity test shows the result of the loading factor with a value of 0.50 which means it can be stated that the questionnaire in this study is valid. The reliability test shows the result of the construct reliability value > 0.7 which can be stated that this study is reliable.

Goodness of Fit

The model feasibility test is used to determine the criteria for a good model or referred to as Goodness of Fit (GOF). The GOF test was conducted to find out how far the hypothetical model fits or fits the sample data.

Table 5. Goodness of Fit Test Result

GoF index	Cut-off value	Research Model	Model
Chi-Square	Expected small	136,966	Good Fit
RMSEA	≤ 0.08	0,030	Good Fit
GFI	≥ 0.90	0,939	Good Fit
NFI	≥ 0.90	0,960	Good Fit
CFI	≥ 0.90	0,993	Good Fit
ECVI	<ECVI Saturated	1,091	Good Fit
CMIN/DF	< 2	1,201	Good Fit

Source: Data Processing, 2022

The results of the Goodness of Fit measurement above can be seen from the Chi-Square, RMSEA, GFI, CFI, and CMIN/DF index values that have met the Goodness of Fit prerequisites. So, it can be concluded that this study model has a good standard.

Hypothesis Testing

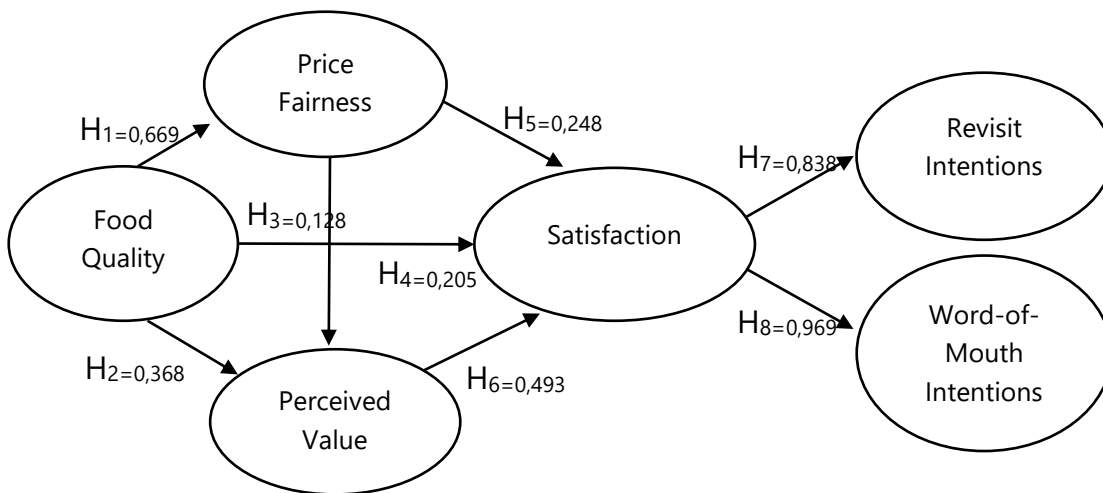


Figure 2. Research Model

The results of hypothesis testing can be seen by looking at the Critical Ratio (CR) value and the probability (P) value from the results of data processing. The direction of the relationship between variables can be seen from the estimated value, if the estimated value is positive then the relationship between the variables is positive, whereas if the estimated value is negative, the relationship is negative. Furthermore, if the test results show a CR value above 1.96 and a probability value (P) below 0.05/5%, the relationship between exogenous and endogenous variables is significant.

Table 6. Research Hypothesis Test Result

Maximum Likelihood Estimates

Standardized Regression : (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PF	<---	FQ	0,669	0,126	8,430	0,000	par_12
PV	<---	FQ	0,368	0,213	3,394	0,000	par_13
PV	<---	PF	0,128	0,117	1,345	0,179	par_15
SS	<---	FQ	0,205	0,109	2,677	0,007	par_14

Standardized Regression : (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
SS	<---	PF	0,248	0,058	3,779	0,000	par_16
SS	<---	PV	0,493	0,048	7,386	0,000	par_17
RI	<---	SS	0,838	0,065	15,737	0,000	par_18
WOM	<---	SS	0,969	0,093	11,964	0,000	par_19

Source: Data Processing, 2022

DISCUSSION

The results of this study indicate that perceived quality has a positive and significant effect on price fairness. The higher the perception of food quality in cake & bakery, will affect the fairness of the price of a product. The results of this study are from previous research conducted by Konuk (2019) which stated that perceived quality had a positive effect on price fairness.

The results of this study indicate that perceived quality has a positive and significant effect on perceived value. In this study, it can be interpreted that the higher the perception of food quality in cake & bakery, the higher the perception of value. The results of this study are by previous research conducted by Konuk (2019) which stated that perceived quality had a positive effect on perceived value.

The results of this study indicate that price fairness is not significant to perceived value. Price fairness has no significant effect on perceived value because from the facts in the field obtained by researchers, there are indeed some quality bakery products. So, it can be concluded that price fairness is perceived as appropriate or competitive, so it will not change consumers' perceptions of value. The results of this study are not in line with the research conducted by Konuk (2019) that price fairness has a positive effect on perceived value but does not have a significant effect.

The results of this study indicate that perceived quality has a positive and significant effect on satisfaction. This study means that the higher the perceived quality, the higher the satisfaction at cake & bakery. The results of this study are from previous research conducted by Konuk (2019) which stated that perceived quality had a positive effect on visitor satisfaction.

The results of this study indicate that price fairness has a positive and significant effect on satisfaction. In this study, it means that the higher the price fairness, the higher the satisfaction at cake & bakery. The results of this study are

from previous research conducted by Konuk (2019) stated that price fairness had a positive effect on satisfaction.

The results of this study indicate that perceived value has a positive and significant effect on satisfaction. In this study, it is said that the higher the perception of value, the higher the visitor satisfaction at cake & bakery. This study is by previous research conducted by Konuk (2019) which stated that perceived value had a positive effect on satisfaction.

The results of this study indicate that satisfaction has a positive and significant effect on return visits. This study states that the higher the visitor satisfaction at cake & bakery, the higher the revisit intentions to cake & bakery. This is by the results of previous research conducted by Konuk (2019) which stated that satisfaction had a positive effect on revisit intentions.

The results of this study indicate that satisfaction has a positive and significant effect on word of mouth intentions. In this study, it is said that the higher the visitor satisfaction at cake & bakery, the higher the word of mouth intentions on cake & bakery. This study is by previous research conducted by Konuk (2019) which stated that satisfaction has a positive effect on word of mouth intentions.

LIMITATION

There are still many shortcomings and limitations in this study. Some things that need to be considered are:

1. The number of respondents in this research is very limited, there are only 250 respondents who are still insufficient to describe the actual situation.
2. The 250 respondents do not represent the entire population of Indonesia because all respondents only come from all regions of Yogyakarta and Surakarta
3. This study does not guarantee the same results and findings when tested in different places. This is because consumer interest can change from time to time.

RECOMMENDATION

Researchers provide recommendations to companies to pay attention to the variables studied so that the quality of food is increasing. The advice given by researchers to food companies is that price perception is an important factor that can cause customers to come back and tell stories voluntarily to other parties. The researcher also recommends that the next researcher can do a better and more comprehensive study by providing various additional variables and varied research objects.

CONCLUSION

This study was conducted to determine the effect of perceived quality, price fairness, perceived value, satisfaction, revisit intentions, and word of mouth intentions on cake & bakery consumers in Yogyakarta and Surakarta. After this research is researched, it can be concluded as follows:

1. Perceived food quality has a positive and significant effect on price fairness. So, it can be concluded that with the increasing perception of the quality of a product, it will increase when the fairness of prices in cake & bakery also increases.
2. Perceived food quality has a positive and significant effect on perceived value. So, it can be concluded that the higher the perceived food quality it will increase if the perceived value also increases.
3. Price fairness has a positive but not significant effect on perceived value. So, it can be concluded that price fairness is perceived as appropriate or competitive, so it will not change consumers' perceptions of value.
4. Perceived food quality has a positive and significant effect on satisfaction. So, it can be concluded that the perception food quality will increase when the satisfaction of cake & bakery visitors also increases.
5. Price fairness has a positive and significant effect on satisfaction. So, it can be concluded that the fairness of the price will increase if the satisfaction of cake & bakery visitors also increases.
6. Perceived value has a positive and significant effect on satisfaction. So, it can be concluded that perceived value will increase when cake & bakery visitor satisfaction also increases.
7. Satisfaction has a positive and significant effect on revisit intentions. So, it can be concluded that satisfaction will continue to increase when return visits also increase.
8. Satisfaction has a positive and significant effect on word-of-mouth intentions. So, it can be concluded that satisfaction will increase when word-of-mouth intentions also increase.
9. For the customer to visit again voluntarily to tell others, the quality of the product can be used as a predictor or trigger as a stimulus or stimulant that must be considered.

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