

IMPACT OF SERVICE QUALITY ON REVISIT INTENTION AND WORD-OF-MOUTH INTENTION OF SUPERMARKETS THROUGH PRICE FAIRNESS, PERCEIVED VALUE AND SATISFACTION

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ABSTRACT

Retail is the last link in the goods distribution process. Through retail, products can meet directly with consumers. The purpose of this study is to prove the effect on revisit intention and WOM intention for supermarkets. Further factors can be seen in the variable service quality, price fairness, perceived value and satisfaction. This is a quantitative study using a purposive sampling technique distributed through questionnaires to 240 supermarket visitor respondents aged at least 17 years, have visited the supermarket at least 2x and are domiciled in JABODETABEK. The analysis was carried out using the Structural Equation Modeling (SEM) method. The results of this study indicate that service quality has the most impact on price fairness and perceived value. For the indirect effect, satisfaction mediates the relationship between service quality with revisit intention and WOM intention. This study provides suggestions for supermarkets to focus on service quality and perceived value to increase satisfaction so that customers have visit intention and WOM intention. The researcher suggests for further research to increase the number of respondents and make the proportion of respondents' ages more even.

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1. INTRODUCTION

Retail is the last link in the goods distribution process. Through retail, products can meet directly with consumers (end users). The retail industry that will be discussed here is a company that sells products and services that have been given added value to meet the needs and desires of consumers.

Having visitors recommend (word-of-mouth intention) is one of the most effective marketing methods (Phillips et al., 2013). Meanwhile, creating revisit intention is one of the big challenges because it is difficult to meet service quality and customer expectations (Phillips et al., 2013). Service quality influences customer behavior such as revisit intention and word-of-mouth intention (Liu & Lee, 2016). Research on service quality often focuses on the perception of service from one side and how it influences consumer behavior. Good Service Quality will increase the store's perceived value and preference, because satisfied customers will remain committed to the store (Deb & Lomo-David, 2014). As between service quality and behavioral intention, including perceptions of price (Y. K. Cho, 2014; Ye et al., 2014) and satisfaction (Bansal & Taylor, 2014; Dube, 2014). Previous research has shown that there is a relationship between satisfaction and behavioral intention in shopping for groceries (Nair, 2018). This shows that service quality will have an impact on behavior intention (revisit intention & word-of-mouth intention). The things above show the importance of researching the impact of service quality on customer behavior, especially in the retail industry.

The difference between this research and the previous one (Konuk, 2019) is the difference in variables. Previous research examined the variable food quality. While this study examines the variable service quality. This is related to changes in the intended research object. The second difference is the object of research. In previous studies, the object studied was an organic food restaurant. While in this study the object is a supermarket.

The purpose of this study was to evaluate service quality in supermarkets and its effect on price
Impact Of Service Quality On Revisit Intention And Word-Of-Mouth Intention Of Supermarkets Through Price Fairness, Perceived Value And Satisfaction. Gilang Pratama Hafidz, et al

fairness, perceived value and satisfaction. So that it can be improved and maximize revisit intention and word-of-mouth which should be obtained by supermarkets at this time and in the future.

Expensive or cheap goods are subjective. There are some things that we think are expensive but others think they are cheap. This depends on the customer assessing whether what they get is worth what they pay for. When customers buy services or goods, of course service quality is one of the things they value. With good service quality, sometimes customers are willing to pay more for the same product.

This logic is supported by the research of Jin et al. (2016) which shows that experience in service quality greatly influences customer assessment of the costs they incur (price fairness). (Go & Govers, 2000) also stated that service quality greatly influences price fairness. (Oh, 2003) said that consistent good service quality has an effect on price fairness. Based on the statement above, a hypothesis is proposed:

H1: Service Quality has a positive impact on Price Fairness.

When customers buy goods or services, of course they expect to receive good service. There is even a saying that the customer is king. The king spoke not about arbitrary but about the service that must be given. However, it is not uncommon for customers to get poor service quality. This of course often makes them lazy to buy goods or services at that place. Because of customer expectations when buying these goods or services, they also get service quality that meets the expected perceived value.

This logic is also supported by the research of Zietsman et al. (2019) which states that service quality affects perceived value. Supported by research by An et al. (2019) shows that the higher the service quality provided, the higher the customer's perceived value. Finally, Hussain et al. (2015) said service quality is an important driver for perceived value. Based on the statement above, a hypothesis is proposed:

H2 : *Service Quality has a positive impact on Perceived Value.*

Good service quality can certainly make customers feel happy. When customers have expectations of service quality and what is provided meets or even exceeds their expectations, of course this will create a sense of satisfaction. Because when customers buy goods or services, they certainly expect service quality that gives a sense of satisfaction.

This logic is supported by research by Gumussoy & Koseoglu (2016) which states that service quality has a relationship that is directly proportional to satisfaction. In addition, Namukasa (2013) said that service quality during the pre-transaction to post-transaction stages has a major effect on satisfaction. Finally, Solimun & Fernandes (2018) said that service quality greatly influences satisfaction. Based on the statement above, a hypothesis is proposed:

H3: Service Quality has a positive impact on Satisfaction.

All customers certainly want to get a fair price in transactions. This is because they do not want to spend more than what they should spend for what they get. When a seller gives a good price to a customer, it will increase their satisfaction. Because customers do not need to have trouble finding the right price for the goods or services. In addition, customers will feel that a fair price is one form of service that can be provided. Because it makes it easier for customers to transact. So that customers do not need to spend extra effort to get the price they should get.

This logic is supported by Konuk (2019) which states that price fairness and satisfaction have a relationship. If they feel the costs incurred are appropriate, they will feel more satisfied. Plus research (Jin et al., 2016) shows that experience in service quality greatly influences customer assessment of the costs they incur (price fairness). Then (Fernandes & Calamote, 2016) states that good price fairness will affect satisfaction. Based on the statement above, a hypothesis is proposed:

H4a: Price Fairness has a positive impact on satisfaction

H4b: Price Fairness has a mediating effect on the relationship between Service Quality and Satisfaction

Perceived value is closely related to satisfaction. When customer expectations are met and even exceed these expectations, of course they will feel satisfied. This is because customers feel that the things they get are what they want and fulfill their desires. Good service quality will give customers a good experience. So they feel that what they spent on this matter is becoming more and more worth it. Even felt that what was spent was nothing compared to what they got.

This logic is supported by (Boon-itt, 2015) which states that perceived value mediates the relationship between service quality and satisfaction. In addition, research (Gusandra Saragih & Desy Surya, 2020) shows that perceived value does not only have a direct effect on satisfaction, but also mediates the relationship between service quality and satisfaction. Next (Bashir et al., 2020) states that perceived value mediates the relationship between service quality and customer satisfaction. Based on the statement above, a hypothesis is proposed:

H5a: Perceived value has a positive impact on satisfaction.

H5b: Perceived value has a mediating effect on the relationship between Service Quality and Satisfaction.

Satisfaction is created from good service quality. Customers who feel satisfied with our service will certainly feel like visiting again to experience the same experience. In addition, satisfaction also arises from good price fairness. The fairer the price given, of course they are more satisfied with the company. So that customers will revisit the company in the future. Next satisfaction is also created from perceived value. Customers who feel the desired value is appropriate will be satisfied. So they want to come back if they have these needs in the future.

This logic is supported by (Khoo, 2022) which states that satisfaction mediates the relationship between service quality and visit intention. Plus research (Konuk, 2019) which shows that satisfaction mediates the relationship between price fairness and revisit intention. Next (Konuk, 2019) found that satisfaction mediates the relationship between perceived value and revisit intention. Based on the statement above, a hypothesis is proposed:

H6a: Satisfaction mediates the relationship between Service Quality and Revisit Intention

H6b: Satisfaction mediates the relationship between Price Fairness and Revisit Intention

H6c: Satisfaction mediates the relationship between Perceived Value and Revisit Intention

Satisfaction is created from good service quality. Customers who feel satisfied with our service will retell the things they like while shopping. In addition, satisfaction also arises from good price fairness. The fairer the price given, of course they are more satisfied with the company. So customers will encourage others to experience the same thing. Next satisfaction is also created from perceived value. Customers who feel the desired value is appropriate will be satisfied. So they want to recommend the company to relatives, especially close relatives so that they experience things that they think will give them a sense of satisfaction.

This logic is supported by (Khoo, 2022) which states that satisfaction mediates the relationship between service quality and WOM Intention. Plus research (Konuk, 2019) shows that satisfaction mediates the relationship between price fairness and WOM Intention. Next (Konuk, 2019) found that satisfaction mediates the relationship between perceived value and WOM Intention.

H7a: Satisfaction mediates the relationship between Service Quality and WOM Intention

H7b: Satisfaction mediates the relationship between Price Fairness and WOM Intention

H7c: Satisfaction mediates the relationship between Perceived Value and WOM Intention

2. METHOD

The type of research that will be used is causal, where this study explores the relationship between service quality, price fairness, perceived value, satisfaction, revisit intention and word-of-mouth intention. The population in this study are customers who have shopped at supermarkets in Indonesia. The sample for this study are those who have shopped at supermarkets in the Jabodetabek area.

The test will be carried out using a questionnaire using a Likert scale of 1 – 4. The criteria in this study are consumers who visit the same supermarket at least 2 (two) times and are at least 17 years old. The questionnaire taken also took a sample to determine age, gender, marital status, last education, employment and monthly income. Questionnaires will be distributed within 3 (three) months.

There are 24 (twenty four) questions in the questionnaire. First, 9 (seven) questions for service quality variables using measurements from (Parasuraman et al., 1988). Second, 3 (three) questions for the price fairness variable using measurements from (Vaidyanathan & Aggarwal, 2003). Third, 3 (three) questions for perceived value variables using measurements (Ryu et al., 2008). Fourth, 3 (three) questions for satisfaction variable using measurement (Oliver, 1980). Fifth, 3 (three) questions for the variable revisit intention using measurement (Ryu & Lee, 2017). Sixth, 3 (three) questions for word-of-mouth intention variable using measurement (Zeithaml et al., 1996).

The number of samples was carried out based on theory (Hair & Babin, 2018) which states that the number of samples required for Structural Equation Modeling (SEM) analysis must be at least 5-10 times the number of questionnaires. Therefore, the number of samples needed to complete this study is 240 (24x10). Pre-test will be conducted to 30 respondents. Validity and reliability tests will be carried out first using confirmatory factor analysis to test the existing hypotheses. The validity test used the Kaiser-Msyer-Olkin (KMO) method and anti-image matrix correlation measures of sampling adequacy (MSA) with the condition that factor values were acceptable if $KMO \geq 0.5$ and $MSA > 0.5$. Furthermore, reliability is tested by looking at the Cronbach alpha value with acceptable conditions ≥ 0.6 .

Based on the results of the pretest conducted on 30 people, the results of 24 statements from 6 variables in this study fulfilled the Kaiser-Msyer-Olkin (KMO) and adequacy (MSA) measures of sampling

Impact Of Service Quality On Revisit Intention And Word-Of-Mouth Intention Of Supermarkets Through Price Fairness, Perceived Value And Satisfaction. Gilang Pratama Hafidz, et.al

with a value of > 0.5 so that the indicators in this study were declared valid and can be used for further analysis. Then, based on the results of the reliability test, all indicators have a value of > 0.7 so that they are declared reliable.

Furthermore, primary data analysis of 240 respondents was carried out using the Structural Equation Modeling method which will be tested on the outer model and inner model. Outer model testing includes convergent validity, discriminant validity, reliability test and R square adjusted. Then testing the inner model includes p-value criteria, t-statistics and original samples.

3. RESULT AND DISCUSSION

Outer Model Testing

In testing the outer model, the magnitude of convergent validity can be determined by looking at the loading factor values in the outer loading table and can also be seen through the magnitude of the AVE value or average variance extracted. The value of the loading factor > 0.70 and > 0.5 for the AVE value is the set quantity that must be met to measure convergent validity (Hair et al., 2017).

Convergent Validity Test

Convergent validity measurements in this study showed that 22 indicators had loading factor values > 0.7 and AVE > 0.5 . While the other 2 indicators, namely SQ1 and SQ2, did not meet the minimum requirements and had to be eliminated.

Discriminant Validity Test

By using empirical standards, discriminant validity illustrates that one latent variable is different from another. Discriminant validity has three methods, namely Fornell - Larckel, Cross Loading, and Heterotrait-Monotrait Ratio (HTMT). Fornell - Larckel shows that a latent variable shares more variance with the underlying indicators than with other variables (Hair et al., 2017). Cross Loading shows that each indicator is expected to be higher than other variables (Hair et al., 2017). Then, the Heterotrait-Monotrait Ratio (HTMT) shows the similarity ratio between 2 variables, the HTMT value must be less than 0.9 to ensure discriminant validity between the two reflective constructs (Hair et al., 2017).

Fornell - Larckel measurements on all latent variables (SQ, PF, PV, S, RV, WOM) show measurement results that meet the standards. Then the value of cross loading on all variables also meets the standard, namely the variable has a greater value when correlated with the main variable being measured compared to other variables. Furthermore, the HTMT in this study has a discrepancy in the relationship between S and RV variables (0.907).

Internal Consistency Reliability Test

The internal consistency reliability test in SEM-PLS can be measured by looking at the Composite reliability value. The Composite reliability value can be said to be reliable if it has a value > 0.7 (Hair et al., 2017). Then, the value of the coefficient of determination explains to what extent exogenous variables are able to explain endogenous variables (Hair et al., 2017).

Based on the calculation results, all variables in this study, namely SQ, PF, PV, S, RV, and WOM have a composite reliability value of > 0.7 .

Coefficient of Determination (Adjusted R²)

Based on the calculations, it is known that the Service Quality variable can explain the Price Fairness variable by 53.2% while 46.8% is explained by other variables that are not present in this study. The Service Quality variable can explain the Perceived Value variable of 44.9% while 55.1% is explained by other variables that are not in this research. The variables Service Quality, Price Fairness and Perceived Value can explain 64.3% satisfaction, while 35.7% is explained by other variables that are not in this study. The Satisfaction variable can explain the Revisit Intention variable of 58.0%, while 42.0% is explained by other variables that are not in this study. The satisfaction variable can explain the Word-Of-Mouth Intention variable by 43.2%, while 56.8% is explained by other variables that are not in this study.

Demographic Analysis

Based on the distribution of the results of the questionnaire to 240 respondents, the results for the domicile of 240 respondents came from Jabodetabek with male sex as many as 148 people or 61.67% and women as many as 92 people or 38.33%. Which is dominated by the age of 17-27 years as many as 147 people or 61.25%, 28-38 years as many as 84 people or 35%, 39-49 years as many as 8 people or 3.33%,

Impact Of Service Quality On Revisit Intention And Word-Of-Mouth Intention Of Supermarkets Through Price Fairness, Perceived Value And Satisfaction. Gilang Pratama Hafidz, et.al

and 50 years and over as many as 1 person or 0.42%. Then, the types of work of the respondents were as Freelance/Part-time as many as 13 people or 5.42%, Private employees as many as 149 people or 62.08%, Students/Students as many as 31 people or 12.92%, Civil servants as many as 13 people or 5.42%, as many as 27 people or 11.25% self-employed and not working as many as 7 people or 2.92%. Furthermore, the amount of expenditure incurred by respondents is under IDR. 3,000,000 as many as 56 people or 23.33%, IDR. 3,000,000 – IDR. 6,000,000 as many as 98 people or 40.83%, IDR. 6,000,001 – IDR. 9,000,000 for 60 people or 25%, IDR. 9,000,001 – IDR. 12,000,000 for 15 people or 6.25%, IDR 12,000,001 – IDR 15,000,000 for 3 people or 1.25% and above IDR. 15,000,000 as many as 8 people or 3.33%.

Testing the inner model (Hypothesis Test)

In testing the inner model, namely testing the hypothesis, looking at the results of the significance of the path coefficient. If the t statistic value is greater than t table (1,960) at the 5% level, with a p-value <0.05, it can be said that there is a significant influence and the direction of the relationship looks at the original sample value (Hair et al., 2017).

Based on the calculation results through bootstrapping, the results are obtained in the table below:

Table 1. Hypothesis Test Results

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	
	SQ → PF	H1	0.731	19.856	0.000
	SQ → PV	H2	0.672	15.561	0.000
	SQ → S	H3	0.398	5.232	0.000
	PF → S	H4a	0.120	1.378	0.084
	PV → S	H5a	0.371	4.239	0.000

Based on the results above, the H1 test on the effect of service quality on price fairness obtained the results of the T statistic $19,856 > 1,960$ with a p value of $0,000 < 0.05$. So it can be said that there is a positive and significant influence between service quality and price fairness, thus H1 is accepted. Testing the H2 effect of service quality on perceived value obtained the results of the T statistic $15,561 > 1,960$ with a p value of $0,000 < 0.05$. So it can be said that there is a positive and significant influence between service quality on perceived value, thus H2 is accepted. Testing the H3 effect of service quality on satisfaction obtained the results of the T statistic $5.232 > 1.960$ with a p value of $0.000 < 0.05$. So it can be said that there is a positive and significant influence between service quality on satisfaction, thus H3 is accepted. Testing the H4a effect of price fairness on satisfaction obtained the results of the T statistic $1.378 < 1.960$ with a p value of $0.084 > 0.05$. So it can be said that there is no positive and significant effect between price fairness on satisfaction, thus H4a is not accepted. Testing H5a the effect of perceived value on satisfaction obtained the results of the T statistic $4.239 > 1.960$ with a p value of $0.000 < 0.05$. So it can be said that there is no positive and significant effect between price fairness on satisfaction, thus H5a is not accepted.

Mediation Analysis

Mediation analysis was used to measure the mediating variables namely PF, PV, and S statistically significant or not to the relationship between SQ, RV and WOM. Based on the calculation results through bootstrapping, the results are obtained in the table below:

Table 2. Mediation Test Results

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	
	SQ → PF → S	H4b	0.088	1.357	0.087
	SQ → PV → S	H5b	0.249	3.924	0.000
	SQ → S → RV	H6a	0.304	5.188	0.000
	PF → S → RV	H6b	0.091	1.355	0.088
	PV → S → RV	H6c	0.283	4.256	0.000
	SQ → S → WOM	H7a	0.262	4.601	0.000
	PF → S → WOM	H7b	0.079	1.354	0.088
	PV → S → WOM	H7c	0.245	4.237	0.000

Hypothesis 4b examines the mediating effect of price fairness on the relationship between service Impact Of Service Quality On Revisit Intention And Word-Of-Mouth Intention Of Supermarkets Through Price Fairness, Perceived Value And Satisfaction. **Gilang Pratama Hafidz, et al**

quality and satisfaction, the results obtained are T statistics $1.357 < 1.96$ with a p value of 0.087. Then, to examine the mediating effect of PF on the relationship between SQ and S, first the relationship between the SQ and PF variables was confirmed ($\beta P1 = 0.731$; $p < 0.05$). Second, the relationship between the variables PF and S was confirmed ($\beta P2 = 0.120$; $p > 0.05$). Third, the relationship between SQ and S variables was confirmed ($\beta P3 = 0.398$; $p < 0.05$). This means that PF does not significantly mediate the relationship between SQ and S, so H4b is rejected and based on these findings it can be stated that PF mediation is included in the direct only category (no mediation).

Hypothesis 5b tests the mediating effect of perceived value on the relationship between service quality and satisfaction, the results obtained are T statistics $3.924 > 1.96$ with a p value of 0.000. Then, to examine the effect of PV mediating on the relationship between SQ and S, first the relationship between SQ and PV variables was confirmed ($\beta P1 = 0.672$; $p < 0.05$). Second, the relationship between the variables PV and S was confirmed ($\beta P2 = 0.371$; $p < 0.05$). Third, the relationship between SQ and S variables was confirmed ($\beta P3 = 0.398$; $p < 0.05$). That is, PV significantly mediates the relationship between SQ and S, so that H5b is accepted and based on these findings it can be stated that PV mediation is included in the complementary (partial mediation) category.

Hypothesis 6a examines the mediating effect of satisfaction on the relationship between service quality and revisit intention, the results obtained are the T statistic $5.188 > 1.96$ with a p value of 0.000. Then, to test the effect of S mediating on the relationship between SQ and RV, first the relationship between SQ and S variables was confirmed ($\beta P1 = 0.398$; $p < 0.05$). Second, the relationship between the S and RV variables was confirmed ($\beta P2 = 0.763$; $p < 0.05$). That is, S significantly mediates the relationship between SQ and RV and based on these findings it can be stated that S's mediation is included in the category of indirect only (full mediation).

Hypothesis 6b tests the mediating effect of satisfaction on the relationship between price fairness and revisit intention, the results obtained are a T statistic of $1.355 < 1.96$ with a p value of 0.088. Then, to test the effect of S mediating on the relationship between PF and RV, first the relationship between the variables PF and S was confirmed ($\beta P1 = 0.120$; $p > 0.05$). Second, the relationship between the S and RV variables was confirmed ($\beta P2 = 0.763$; $p < 0.05$). That is, S does not mediate the relationship between PF and RV and based on these findings it can be stated that S's mediation is included in the no effect (no mediation) category.

Hypothesis 6c tests the mediating effect of satisfaction on the relationship between perceived value and revisit intention, the results obtained are the T statistic $4.256 > 1.96$ with a p value of 0.000. Then, to test the S-mediated effect on the relationship between PV and RV, first the relationship between the PV and S variables was confirmed ($\beta P1 = 0.371$; $p < 0.05$). Second, the relationship between the S and RV variables was confirmed ($\beta P2 = 0.763$; $p < 0.05$). That is, S significantly mediates the relationship between PV and RV and based on these findings it can be stated that S's mediation is included in the category of indirect only (full mediation).

Hypothesis 7a tests the mediating effect of satisfaction on the relationship between service quality and word of mouth, the results obtained are T statistics $4.601 > 1.96$ with a p value of 0.000. Then, to test the effect of S mediating on the relationship between SQ and WOM, first the relationship between SQ and S variables was confirmed ($\beta P1 = 0.398$; $p < 0.05$). Second, the relationship between S and WOM variables was confirmed ($\beta P2 = 0.660$; $p < 0.05$). That is, S significantly mediates the relationship between SQ and WOM and based on these findings it can be stated that S's mediation is included in the category of indirect only (full mediation).

Hypothesis 7b tests the mediating effect of satisfaction on the relationship between price fairness and word of mouth, and the results of the T statistic are $1.354 < 1.96$ with a p value of 0.088. Then, to test the effect of S mediating on the relationship between PF and WOM, first the relationship between the variables PF and S was confirmed ($\beta P1 = 0.120$; $p > 0.05$). Second, the relationship between S and WOM variables was confirmed ($\beta P2 = 0.660$; $p < 0.05$). That is, S does not mediate the relationship between SQ and WOM and based on these findings it can be stated that S's mediation is included in the no effect (no mediation) category.

Hypothesis 7c examines the mediating effect of satisfaction on the relationship between perceived value and word of mouth. The result is a T statistic of $4.237 > 1.96$ with a p value of 0.000. Then, to examine the effect of S mediating on the relationship between PV and WOM, first the relationship between the variables PV and S was confirmed ($\beta P1 = 0.371$; $p < 0.05$). Second, the relationship between S and WOM variables was confirmed ($\beta P2 = 0.660$; $p < 0.05$). That is, S does not mediate the relationship between SQ and WOM and based on these findings it can be stated that S's mediation is included in the category of indirect only (full mediation).

Discussion

Service quality carried out by the company can increase the price fairness of customers before and after using the company's products or services. This is due to the quality of the products provided by the company. Products are still new, good and indeed in prime condition. Customers feel the costs they pay are worth what they get. So that customers that it makes sense and does not harm them. They get what they want, according to the desired budget. As well as customers feel that the prices for these goods are not much different from other places. Customers feel the quality of the products they get may be the same or even worse elsewhere. So it's better to buy because prices elsewhere are also more or less the same. This is in line with research (Go & Govers, 2000; Jin et al., 2016) which states that service quality affects price fairness.

Service quality carried out by the company can increase the customer's perceived value after using the company's products or services. This is because the company's employees during the transaction process. Customers feel the things they want when the process before purchase, during purchase, until after purchase is fulfilled. This makes them feel that they deserve to issue such an order because the service provided by the company is very good. The company pays attention to the little details that few people notice. Customers feel that the company intends to carry out transactions, even small things that they pay attention to for consumer pleasure. This makes the quality of service provided by the company to customers exceed their expectations. This is in line with research (An et al., 2019; Zietsman et al., 2019) which states that service quality influences perceived value.

Service quality carried out by the company can increase the sense of customer satisfaction. This is because the quality of the products provided by the company makes the company make customers feel that their decision to buy is right. Because according to the cold from the customer. The company also pays attention to things that are not too big. Customers feel that the company cares and pays attention to their needs and chills during the transaction. So that customers feel happy with their decision to use products or services from the company. Coupled with friendly and helpful service from employees, it will greatly assist customers in fulfilling their wishes. The things above make customers decide that using the company's products or services is the right thing. This is in line with research (Gumussoy & Koseoglu, 2016; Namukasa, 2013) which states that service quality affects satisfaction.

Price fairness felt by customers does not have too big an impact on their satisfaction. This is because a reasonable price does not necessarily make customers feel happy. Because customers also want to get prices that are not only reasonable, but also make them pay very minimal costs in transactions. Likewise with prices that are not much different from other places. Customers feel there is no cost difference between using the company's products or goods with other competitors. So that customers do not always feel that using the company's products or services is the right decision. Likewise price fairness also does not have too big an impact on the relationship between service quality and satisfaction. This is because reasonable prices do not make the little things the company does make customers happy. Customers are still happy with the little things the company does and provides. Regardless of whether the costs incurred are reasonable or not. This is not in accordance with research (Fernandes & Calamote, 2016; Konuk, 2019) which states that price fairness affects satisfaction.

Perceived value that is felt by customers has an impact on their satisfaction. This is because a shopping experience that matches what is issued will make customers feel that the decision to transact with the company is correct. Customers feel that what they experienced pre-transaction until post-transaction is in accordance with the fees paid. Customers don't feel anything is too expensive. All match both the products and services provided. Next the customer gets the appropriate price. In accordance with the expectations of the customer. The company delivers things according to the needs and chills of the customers. So that customers will feel happy with their decision to use the company's products or services. In addition, perceived value also affects the relationship between service quality and satisfaction. This is due to the quality of the product provided will be in accordance with the price. So that customers will be satisfied and happy with their decision to come to the company. This is in line with research (Bashir et al., 2020; Boon-itt, 2015) which states that perceived value influences satisfaction and mediates the relationship between service quality and satisfaction.

Satisfaction has an impact on the relationship between service quality and revisit intention. Enjoyment with the experience when shopping will encourage customers to visit the store again. This is because customers are happy with the services provided to them. Customers feel that they will continue to visit the store in the future. However, satisfaction does not have a large impact on the relationship between price fairness and revisit intention. Just because they are satisfied to get a price that is not much

different from other places, does not make the customer will definitely revisit the store in the future. Customers will still try to find the cheapest price they can get. Because customers feel very satisfied when they get the lowest price they can get. If it is only not much different from the market price, then it is not a guarantee that customers will come back to the store in the future. Next, satisfaction has an impact on the relationship between perceived value and revisit intention. Customers who feel that it was the right decision to come to the store to shop because it is worth the price, are more likely to return in the future. Because customers feel that the price given is in accordance with the things that are experienced during the transaction process in the store. This shows that this research is in line with (Khoo, 2022; Konuk, 2019) which states that satisfaction has an impact between the relationship between service quality and perceived value and revisit intention. However, this research is not in line with (Konuk, 2019) which states that satisfaction mediates the relationship between price fairness and revisit intention.

Satisfaction has an impact on the relationship between service quality and WOM Intention. Satisfaction with product quality in a store can make customers want to recommend it to others. Because customers feel happy that the products they get are in good and prime condition. Customers certainly want other people, especially their relatives, to get good things too when looking for a similar product. However, satisfaction does not have a major impact on the relationship between price fairness and WOM Intention. Satisfied customers because an acceptable price does not make them recommend the store to others. This is because customers want to get more than just an acceptable taste. Customers want to get the lowest possible price. Not just an acceptable price. Next satisfaction has an influence on the relationship between perceived value and WOM Intention. Customers who are happy because the shopping experience has high value will encourage others to come. Because they want other people, especially their relatives to experience it. Customers don't want to be the only ones who experience this. This is in line with research (Khoo, 2022; Konuk, 2019) which states that satisfaction affects the relationship between service quality and perceived value to WOM Intention. However, this is not in line with research (Konuk, 2019) which states that satisfaction has an effect on the relationship between price fairness and WOM Intention.

4. CONCLUSION

Based on the results of the research analysis, it can be concluded that, to obtain revisit intention and WOM intention, companies must satisfy customers by providing good service quality and perceived value. So companies must ensure product quality, services provided, prices given are appropriate and provide a good shopping experience so that it has an impact on service quality and perceived value. This has an impact on satisfaction so that consumers feel satisfied and happy. This will affect revisit intention and WOM intention which makes customers want to visit supermarkets in the future and recommend them to others.

Meanwhile, price fairness does not create a feeling of satisfaction, so there is a revisit intention and WOM intention does not occur. This is also in line with price fairness which does not necessarily make customers satisfied. This shows that prices that are reasonable, acceptable and not much different from other places do not make customers feel satisfied. So customers don't have the chill to come back and say good things about the supermarket. However, service quality has an impact on price fairness and perceived value. So companies can pay attention to the little things that exist to change people's minds regarding acceptable prices and cost-effective experiences.

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