

## **The Relationship between Price and Service Quality on Consumer Satisfaction: Study on Youth Male Muslim Consumer**

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### **Abstract**

This study aims to seek the relationship between price and service quality on youth male Muslim consumer satisfaction in Indonesia. This study is quantitative study with multiple linear regression analysis. To obtain the data, questionnaire distributed using purposive random sampling, the sample of this study is 160 youth Muslim male. The result of this study shows that price has no relationship with youth male Muslim consumer satisfaction while service quality found to have a positive and significant relationship. Simultaneously, price and service quality have a positive and significant relationship with youth male Muslim consumer satisfaction. The model is explained by variances in this study about 44.3%. This study contributes in the better understanding of youth male Muslim Indonesia in their satisfaction. Company able to take any account to provide product or services to youth male Muslim Indonesia based from this study that price is not the essential factor to them as long as they experience the benefits.

**Keywords:** Price, Service Quality, Consumer Satisfaction, Youth Male Muslim

### **Abstract:**

*Penelitian ini bertujuan untuk mengetahui hubungan antara harga dan kualitas pelayanan terhadap kepuasan konsumen Muslim laki-laki usia muda di Indonesia. Penelitian ini merupakan penelitian kuantitatif dengan analisis regresi linear berganda. Untuk memperoleh data, kuesioner didistribusikan menggunakan*

*teknik purposive random sampling, dengan jumlah sampel sebanyak 160 pemuda Muslim laki-laki. Hasil penelitian ini menunjukkan bahwa harga tidak memiliki hubungan dengan kepuasan konsumen Muslim laki-laki usia muda, sementara kualitas pelayanan ditemukan memiliki hubungan positif dan signifikan. Secara simultan, harga dan kualitas pelayanan memiliki hubungan positif dan signifikan terhadap kepuasan konsumen Muslim laki-laki usia muda. Model penelitian ini mampu menjelaskan varians sebesar 44,3%. Penelitian ini berkontribusi dalam memberikan pemahaman yang lebih baik mengenai kepuasan konsumen Muslim laki-laki usia muda di Indonesia. Perusahaan dapat mempertimbangkan temuan ini dalam menyediakan produk atau layanan kepada konsumen Muslim laki-laki usia muda di Indonesia, bahwa harga bukanlah faktor utama bagi mereka selama mereka merasakan manfaat yang diperoleh.*

**Kata Kunci:** *Harga, Kualitas Pelayanan, Kepuasan Konsumen, Pemuda Laki-Laki Muslim*

## INTRODUCTION

A competitive shifting business today's requires company to attract and retain customer which the company have to ensure consumer happiness. The success of the company relies on the product and the service offered to the consumer. Therefore, to survive with the competitive business, the company need to maintain the high standard of service as well as the price that match with the product quality (Lestari, Kurniawan, Arifin, Yasir, & ..., 2023). In line with that, unsatisfied consumer may switch to other company or competitor which have a better service.

Hence, a high quality service and high quality product is essential to company. Providing a high quality service to consumer by company is necessary to survive and prosper in business (Nazri, Kamal, Rashid, Raehan, & ..., n.d.; Putri, Nugroho, & Putra, 2024). On top of that, ensuring business profitability service quality is one of necessary factor. In addition, determining and matching the price of product offered to consumer would satisfied them as long as it match with the benefits experienced.

Currently, company also need to adapt with youth generation whether especially Gen-Z. They are tend to have a fear of missing out (FOMO) a trend, adaptive with digitalization, and at the same time vary picky with the quality and price. Therefore, a suitable service and price would lead them to purchase the product offered in the market. In line with that, halal industry currently gained attention by the youth generation in fashion, food, and many aspect related to the youth generation. They also update in the halal as it is a current trend in their social relation.

Especially in Indonesia, halal product is a trend that cannot be missed by the youth generation today. For example, in cosmetics, it is found that halal cosmetic are preferred by the society. The same goes for halal food that demanded by consumer in Indonesia since most population is Muslims (Tajuddin, Rashid, & ..., 2023). Indeed, other product and services offered to Muslim are currently concerning in Halal to gain the attention of Muslim consumer in Indonesia. Furthermore, SGIE reported that food expenditure and halal lifestyle reached USD 2.1 trillion and expected to reach USD 3 trillion in 2023 (Muhammad, Islam, & Leong, 2022).

Thus, from this stand point, it is a critical to find out which aspect would meet the satisfaction of Muslim youth consumer so that they would return to company and become loyal to company. To accomplish this objective, this study use Indonesia as a case study, a country with most Muslim population. This study will investigate whether price and service quality would influence Muslim youth consumer satisfaction. This study contribute to current literature on consumer satisfaction by examining the factors of it on Muslim youth.

## LITERATURE REVIEW

### Price

According to Kotler and Armstrong (2012), *price* is the amount of money charged for a product or service, or the sum of values that customers exchange for the benefits of owning or using it. In marketing research, price is considered a key factor influencing consumer satisfaction, loyalty, and purchasing decisions. Operationally, price is measured through consumers' perceptions of fairness, affordability, and value for money (Selnes, 1993). These perceptions can be captured using a Likert scale, typically ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

### Indicators of the Price Variable

Therefore, the fairness of price would affect to the consumer purchase decision. For example, the price of Hotdog, the higher the price offered to the consumer the higher the expectation of the consumer to the Hotdog as the product. They keep questioning when they buy it, and if Hotdog is out of their expectation after consumed, they decide not to buy it for the second time and tell it to their collages.

**Table 1**  
**Indicators of the Price Variable**

<b>Indicator</b>	<b>Definition</b>	<b>Example of Questionnaire Item</b>
<b>Price Fairness</b>	The extent to which the price is “The price of this product is fair considered reasonable compared to compared to other similar similar products.”	
<b>Price Affordability</b>	The extent to which consumers can “I can afford to buy this product afford the product or service.”	at its current price.”
<b>Price Quality Perception</b>	The extent to which the price reflects “The quality of this product the product’s quality.”	matches its price.”
<b>Value for Money</b>	The extent to which consumers perceive that the product provides benefits relative to its cost.	“This product provides good value for the money spent.”
<b>Price Satisfaction</b>	The degree to which consumers are satisfied with the price I satisfied with the price they pay.	pay for this product.”

That is how consumer perceived a certain price, which the high-low of the price of a product could significantly affected consumer intention to purchase a product (Razak, Nirwanto, Triatmanto: 2016, p. 61). The price paid by a customer to a specific product or a service being noticed by another costumer. They would compared with the price they paid for the same product or services in order to seek the worth and the fairness.

Some of studies stated that price is genuine factors that affects consumer satisfaction that lead to consumer loyalties. Indeed, price that fair or just that meet the consumer expectation with the product provided that have quality would satisfied them to repurchase the product even would lead them to promote the product experienced by the consumer.

### **Service Quality**

Service quality in the company is able to build long term relationship with the consumer. A loyal consumer obtained through the experiences of the service provided by the company to the consumer. For example, in food and beverages industries service provided in the venue, the responsive of the staff, the appearance of the venue and staff, the comfort

environment, and several things related to service quality would affect the consumer to be satisfied.

There are many studies defined service quality in different perspective depend on the field of the company as well as the segmentation of the company. Therefore, service quality is a crucial instrument for the company to distinguish the company with the competitor. Commonly, the service quality measured through SERVQUAL measurement model. This model has 5 indicators there are tangible, reliability, responsiveness, assurance, and empathy. The model to measure the factors that expected by the consumer to experience the service in the certain venue of the company, when they experiences the good service and meet their expectation they would felt satisfied.

The service quality in this study is measured using the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry, which is one of the most widely used models to assess consumers' perceptions of the services provided by a company. This model consists of five main dimensions: tangible, reliability, responsiveness, assurance, and empathy. These five dimensions are used to evaluate the extent to which the services received by consumers meet their expectations.

The tangible dimension covers the physical aspects of the service, such as facilities, equipment, employee appearance, and communication materials used by the company. Neat appearance, clean facilities, and modern equipment create a professional impression in the eyes of consumers. The reliability dimension relates to the company's ability to deliver services accurately, on time, and as promised. Reliability reflects the consistency of performance that can build customer trust toward the company.

Furthermore, the responsiveness dimension describes the willingness and ability of employees to assist customers and provide services quickly and attentively. Employees who promptly respond to customer complaints or requests will create a positive experience and enhance satisfaction. The assurance dimension concerns employees' knowledge, competence, courtesy, and their ability to instill a sense of security and trust in customers. This assurance element reflects the company's credibility and customers' confidence in the professionalism of the service provider.

Lastly, the empathy dimension reflects the company's attention and concern for the individual needs of customers. Empathy can be demonstrated through friendliness, good communication, and flexibility in providing services according to customers' needs. These five dimensions are measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), with statements that represent customers' perceptions of the service quality provided. Through the measurement of these five SERVQUAL dimensions, companies can identify the extent to which their services meet or exceed customer expectations, thereby improving customer satisfaction and loyalty. Consequently, the

consumer also evaluated the company through their services practically and functionally. Therefore, it is important for the company to assess their service through the model

### **Consumer Satisfaction**

Consumer satisfaction may refer to personal perception of product or services or might be performance in relation to his expectation (Sit, Ooi, Lin, Chong: 2009, p. 958). We can shortly say that satisfaction is the difference between performance and expectation of something. In highly competitive business environment, CS gave a huge play role and impact to the company (Pasha, Hassan, & Zafar, 2023). The company will produce a high quality product and improve their quality of product in order to reach the brand image to their consumer (Torres-Moraga, Vasquez-Paraga, Zamora-Gonzales: 2008, p. 303-304). Moreover, there are several variables that affect to namely, services quality, price, and other variables related to it (Ratnasari, 2015; Zouari, 2021).

Therefore, to achieve consumer satisfaction the company should provide the expectation of product or services to fulfil the level of pleasurable consumption by customer. In other words, consumer satisfaction is the overall level of contentment with a product or services experience (bin Lahuri, Putri, Ahmad, & Mahfudz, 2024). Moreover, the crucial factor to build long term success for Food Company is how to satisfy the customer needs on that company (Biesok & Wyród-Wróbel: 2011, p. 24). There are several attributes that related with factors of satisfaction, thus this study chose factors that allegedly had strong influence to the research object namely, services quality and price.

On the other hand, there are several methods to measure the customer satisfaction and the most favourable one is service quality which is a function of difference scores or gap between expectation and perceptions (Ngo: 2015, p. 1640)(Bashir, 2012). The instrument of service quality clustered in five groups, namely, reliability, Responsiveness, Assurance, Empathy and Tangible (Gede & Sumiari: 2017, p. 28; Ilieska: 2013, p. 329).

In conclusion, customer feedback after purchasing a product or services, compared to customer expectation in form of evaluation or comparison with product or services competitor (Razak, Nirwanto, Triatmanto: 2016, p. 60). In this study, the satisfaction of each factor lead to consumer of youth male.

### **Hypotheses**

#### **Relationship between Price and Consumer Satisfaction**

Price which is defined as charge aimed to consumer for products or services consumed is a genuine factor to consumer satisfaction. Some studies found that price has positive and significant relationship on consumer satisfaction (Tse, Wilton, Wilton, & Tse, 1988). For examples price significantly affect consumer satisfaction in food industry where consumer dare to pay high price for high value food (Siregar, A. P., Nofirman, N., Yusuf, M., Jayanto,

I., & Rahayu, S. (2022). Also in hotel industry price found to be a significant direct effect on consumer satisfaction as well as consumer loyalty along with quality, transaction, and other factors (El-Adly, 2019). Also, it is found that price has a significant impact on consumer satisfaction in online shopping (Vasić, N., Kilibarda, M., & Kaurin, T. (2019)). In the aviation industry, price also found to be a significant factor that influence customer satisfaction (Shen, C., & Yahya, Y. (2021). On the contrary, Lie et al (2019) found that price has no effect on consumer satisfaction, particularly in online transportation industry. Therefore, the hypothesis of this study as follow:

H1: price has a significant influence on consumer satisfaction

### **Relationship between Service Quality and Consumer Satisfaction**

Service quality that measured through SERVQUAL indicators are found to be main satisfaction factor for consumer or costumer. For example, service quality found to have a significant relationship with consumer satisfaction in supermarkets at Vietnam (Dam, S. M., & Dam, T. C. (2021). Meanwhile, in Islamic Banking, service quality found significant influence to customer loyalty while independently, tangible, reliability, and assurance found has no impact on customer loyalty in partial (Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). In the same line, Susilo et al (2022) found that service quality has a significant influence on customer satisfaction, yet, partially tangible and reliability have a positive impact while responsive and assurance has no impact on customer satisfaction. On the other hand, Lie et al (2019) found that service quality has no effect on consumer satisfaction, particularly in online transportation industry. Therefore, hypothesis of this study as follow:

H2: service quality has a significant influence on consumer satisfaction

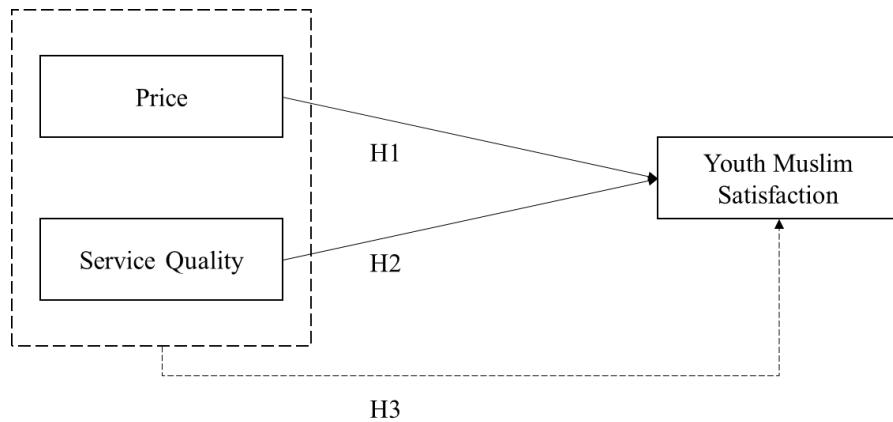
### **Relationship between Price, Service Quality and Consumer Satisfaction**

Based on previous study, price and service quality simultaneously found has a significant and positive influence to consumer satisfaction. Whether in online transport industry (Lie et al (2019), telecommunication industry (Alzoubi, H., Alshurideh, M., Kurdi, B., & Inairat, M. J. U. S. C. M. (2020), airline industry (Setiawan, E., Wati, S., Wardana, A., & Ikhsan, R. (2020), express delivery sector (Subaebasni, S., Risnawaty, H., & Wicaksono, A. A. (2019), hotel industry (El-Adly, 2019), and food industry (Siregar, A. P., Nofirman, N., Yusuf, M., Jayanto, I., & Rahayu, S. (2022). Therefore, the hypothesis of this study as follow:

H3: price and service quality has a significant influence on consumer satisfaction

The framework of this study is based from the hypotheses developed above in which examine the relationship between price and service quality on youth Muslim consumer satisfaction in Indonesia as follow:

**Figure 1**  
Research Framework



Source: Researcher's design

## RESEARCH METHOD

The data of this study were collected from the Muslim youth consumer in several Muslim store randomly through questionnaire. The sample of study obtained with purposive random sampling with the rule of thumb. According to Hair et al (2010) that to obtain a data sample the number of item questioned should be multiple by 5. This study has 25 item of questionnaire for all independent and dependent variables. Therefore, the sample of this study is  $25 \times 5$  equal to 125 sample size minimum. The questionnaire were distributed through online link and has been collected exceed than 125 sample which is reach 160 respondents as sample for data analysis. The obtained data in this study is analyzed through multiple linear regression using SPSS application. The step of multiple linear regression in this study is through classic assumption technique namely, normality test, collinearity test, and hypotheses test. The hypotheses test are through partial test, simultaneous test, and R2 test.

Normality test require the result of asymp. Sig. 2 tailed is insignificant or should be above 0.05. Meanwhile, collinearity test is based from the tolerance and VIF result in which the standard for tolerance should be below 1 point and VIF should be below 10 point. For partial test, using t-test result with probability value should be below 0.05 for while the simultaneous test using F-test with probability value should be below 0.05 as well. R2 test is used to show the strength of independent variables influencing the dependent variable in

percentages. Meanwhile, the statistical model for this study is based from each hypotheses is shown in the equation below:

$$Y = c + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

Y = Youth Muslim consumer satisfaction

X<sub>1</sub> = Price

X<sub>2</sub> = Service Quality

## DATA ANALYSIS AND RESULT

Multiple linear regression was conducted to investigate the influence of price and service quality on youth Muslim consumer satisfaction. In this study, pre requisite test was conducted which is normality test, collinearity test as well as heteroskedasticity test. The result of normality test shows that the p-value for Kolmogorov-Smirnov 1 sample non parametric test is 0.079 which is above 0.05 or it can be stated that the result is insignificant. Means, the data in this study is normally distributed. Meanwhile, the result of collinearity test shows that the tolerance of price is about 0.852 which is below than 1 and the VIF result is 1.173 which is below 10. It can be stated there are no collinearity issues in this data. Next, the heteroskedasticity test in which show the result that p-value for price variable is 0.700 and p-value for service quality is 0.578 which is both variables are above 0.05. Hence, it can be sum up that there are no symptoms of heteroskedasticity in the regression model.

**Table 1**  
Partial Test Result

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	14.338	3.328		4.308	.000
	Price	.233	.153	.098	1.525	.129
	Service	.696	.072	.621	9.623	.000
	Quality					

a. Dependent Variable: Satisfaction

Furthermore, the first hypotheses test is the relationship between price and consumer satisfaction. In this study, price found have no relationship on youth Muslim consumer satisfaction. The result show that t-test result is 1.525 with p-value about 0.129 which is above 0.05. Meanwhile, service quality found to have a positive and significant relationship to youth Muslim consumer satisfaction. The result of t-test is 9.623 with p-

value 0.000 which is below 0.05. Hence, the H1 is rejected while the H2 is supported. Consequently, the B coefficients is used to formulate the regression equation. In this study, the regression equation as follow:

$$Y = 14.338 + 0.233 X_1 + 0.696 X_2$$

Based on the regression equation, the value of consumer satisfaction is 14.338 means in this study youth Muslim Male satisfaction is about 14.338 if it's not affected by another factors or variables. Meanwhile, the X1 coefficient is 0.233 means if X1 changes by 1 point the satisfaction of youth male Muslim consumer would be change by 0.233. Furthermore, the X2 coefficients is 0.696 means if X2 change by 1 point the satisfaction of youth male Muslim consumer would be change by 0.696.

Simultaneously, price and service quality found influences the youth male Muslim consumer satisfaction in Indonesia. This result showed by the F-test about 62.317 with the p-value 0.000 which is below 0.05. Therefore, H3 is supported. Consequently, the independent variables (price and service quality) influencing the dependent variable (satisfaction) about 0.443. Means, all variance is explained by the model about 44.3% (table 1).

**Table 2**  
**Model Summary**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.6	.4	.435	5.278
65 <sup>a</sup>	43			97

a. Predictors: (Constant), Service Quality, Price

b. Dependent Variable: Satisfaction

This study concluded the confirmation of previous studies which argued that service quality has significant relationship with consumer satisfaction. Meanwhile, some studies contradict with this study that price has no relationship with consumer satisfaction. On the other hand, some studies is agreed with this study that price has no relationship with consumer satisfaction, price may not affecting the satisfaction as long as the service provided satisfied them at the first place.

## DISCUSSION

In this study, it is found that price have no relationship with consumer satisfaction. Meanwhile, service quality found to have a positive relationship with consumer satisfaction. Means, the higher the service quality provided to youth male Muslim

consumer the higher their satisfied to the company. Young male Muslim consumers might prioritize factors other than price, such as quality, brand reputation, or ethical considerations. They might be willing to pay a higher price for products that align with their values or offer superior quality.

**Table 3**  
ANOVA table

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	3473.243	2	1736.621	62.317
	Residual	4375.201	157	27.868	
	Total	7848.444	159		

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Service Quality, Price

Moreover, it is in line with the second hypothesis in this study that service quality have a positive significant relationship to their satisfaction. It is due to male prioritizing the service rather than the price offered for products or services. In other word, they also tend to seek the benefit from products or services at the first time not the price. Also, cultural and religious values can play a significant role in consumer behavior. For example, young male Muslim consumers might prioritize halal certification, ethical sourcing, or environmentally friendly practices over price alone.

Consumers may perceive certain price points as fair or unfair based on factors such as the product's perceived value, competitors' prices, or their own financial situation. If they feel that the price is justified, they may not be as concerned about the absolute cost. Emotions and psychological biases can also impact purchasing decisions. For example, young male Muslim consumers might experience a sense of pride or satisfaction from supporting businesses that align with their values, regardless of price. Indeed, since service quality have a positive relationship, the company might charge to young male Muslim for a higher price and they will still pay whatever price is given as long as the benefits they receive match their expectations.

## CONCLUSION

In summary, this study answering the hypotheses on youth male Muslim consumer satisfaction in Indonesia. Price (H1) is found has no relationship to youth male Muslim Indonesia satisfaction while service quality (H2) found has a positive and significant relationship with youth male Muslim Indonesia satisfaction. Meanwhile, the H3 in this

study is price and service quality simultaneously have a positive and significant relationship to youth male Muslim consumer satisfaction. It is found that the relationship of variances in this study is explained by the model about 44.3% in youth male Muslim consumer satisfaction in Indonesia.

This study contributes in the better understanding of youth male Muslim Indonesia in their satisfaction. Company able to take any account to provide product or services to youth male Muslim Indonesia based from this study that price is not the essential factor to them as long as they experience the benefits. For example, in this study service quality have a positive relationship means the high the service provided the higher they satisfied. As the return, company able to charge to them for the service. Indeed, this study is limited to service and price on the Muslim community with a specific youth male Muslim. In the future, youth female is necessary to studied in Indonesia. It is also recommend to add culture and religious variable with another respondents besides female only.

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