

ABSTRACT

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“THE IMPACT OF PERCEIVED PRICE JUSTICE AND SATISFACTION ON LOYALTY: THE MEDIATING EFFECT OF REVISIT INTENTION OF FOREVER 21”

The purpose of this study is to understand the impact of price justice and price satisfaction on loyalty as well as mediating the intention to return to Forever 21. The design of this study was conducted with quantitative research methods of data collection using electronic and online questionnaires from Google forms the subjects used in this study were people who had purchased products at Forever 21. Respondents used were those aged 15 to more than 30 years who live in Indonesia, especially Jakarta and Tangerang with a total of 200 respondents taken at random. The measurement models of the outer and inner models are analyzed by Smart PLS 3.2.8. The results of this study indicate that Perceived price justice is positively effect to revisit intention at Forever 21, perceived satisfaction is positively effect to revisit intention at Forever 21, perceived price justice is positively effect to loyalty at Forever 21, perceived satisfaction is positively effect to loyalty at Forever 21, revisit intentions is positively effect to their loyalty at Forever 21, revisit intentions of Forever 21 customers mediate the effect of perceived price justice on their loyalty, and revisit intentions of Forever 21 customers mediate the effects of perceived satisfaction on their loyalty.

Reference:

Keywords: Loyalty, Customer Satisfaction, Revisit Intention, Perceived Price Justice