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ANALYSIS OF THE EFFECT OF PERCEIVED PRICE JUSTICE AND PERCEIVED SATISFACTION OF CUSTOMERS TOWARDS SEAFOOD RESTAURANTS IN BATAM

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ABSTRACT

This research aims to determine the effect of perceived price justice and perceived satisfaction towards loyalty with revisit intention variable as mediation. A merchant certainly needs to know whether price fairness and customer satisfaction can affect the intention to revisit which ultimately converts the customers into regulars.

This study uses survey method as data collection tool. Questionnaire was distributed to people who are not Batam citizens with the criteria of being above the age of 17 and had visited one of the seafood restaurants in Batam more than twice. The seafood restaurants in question are the Golden Prawn 933 restaurant, Wey Wey seafood, Yongkee seafood, Harbourbay seafood and Love seafood. The number of respondents collected amounted to 408, but only 401 samples met the criteria because purposive sampling technique, where sampling was based on considerations such as the characteristics of respondents so the sample was feasible to process (Sugiyono, 2016). was used. The authors conducted data testing using Partial Least Square (PLS) software.

The results of this study indicate that when customers feel satisfied, the probability of revisit intention will increase alongside the chance that the customer will be converted into regulars. On the other side of the spectrum, if a customer feels that the price set by the restaurant is not fair, their loyalty towards that restaurant will be negatively affected.

Key words: *perceived price justice, perceived satisfaction, revisit intention, loyalty*