

THE INFLUENCE OF REVISIT INTENTION AND SELF-CONCEPT ON E-WOM BASED ON THEORY OF PLANNED BEHAVIOR

Deasa Nurrhausan Albana & Endy Gunanto Marsasi*

Universitas Islam Indonesia, Indonesia

ABSTRACT

This study aims to investigate the influence of revisit intention and self-concept on electronic word-of-mouth (E-WOM) among Gen Z using the Theory of Planned Behavior, particularly Mixue Ice Cream & Tea consumers. In this quantitative study, the data was collected using a questionnaire distributed to 250 respondents, and was analyzed using Structural Equation Modeling (SEM). The results show that self-concept positively influences the revisit intention. Revisit intention is positively and significantly influenced by perceived price justice and satisfaction. Perceived price justice is identified as influencing loyalty positively and significantly, while perceived satisfaction influences loyalty positively and significantly. Revisit intention affects loyalty showing a positive and significant relationship, while E-WOM is identified to be positively and significantly influenced by loyalty. The implications of this research are relevant for food and beverage companies to strategize their business strategy to increase consumer confidence so that it will affect E-WOM.

JEL: M31, M21, L84.

Keywords: *self-concept, perceived price justice, perceived satisfaction, revisit intention, loyalty.*

1. INTRODUCTION

Globally, the business competition in the food and beverage industry has led in an increase in the number of retailers and online stores. Both retailers and online stores met the consumers' expectations for convenience, security, and comfort when purchasing products. Further, in the distribution system, the retailers play an essential role serving as the final link which allow the consumers to interact directly with the products. According to Uzir, Jerin, Al Halbusi, Hamid, & Latiff (2020), for public administrators who regulate competition and retail companies that want to create a competitive advantage, it is crucial to measure and understand these competitive interactions. The retail industry in Indonesia is growing, with more and more new stores opening. This rapid development enables consumer needs for convenience, security, and comfort when shopping.

In Indonesia, the retail industry is extensively growing, with more new stores opening. According to Endri, Sumarno, & Saragi (2020), Food and beverage enterprises in Indonesia continue to demonstrate excellence due to their pivotal position in the advancement of the industrial sector, particularly in their significant contribution to the non-oil and gas Gross Domestic Product (GDP) income. According to data provided by the Ministry of Industry in Indonesia, the food and beverage sector experienced a growth rate of 3.57% during the third quarter of 2022 This was 3.49% higher than the same period of the previous year. The food and beverage subsector grew despite the COVID-19 pandemic, contributing 4.88% to the non-oil and gas industry (Kementerian Perindustrian, 2022).

Individual behavior towards the retail industry can be explained by the Theory of Planned Behavior (TPB). The TPB links beliefs to the individual behavior. It maintains three components,

* Corresponding Author: 183111301@uii.ac.id

Received : 02-10-2023, Accepted: 02-02-2024, Published: 02-02-2024

P-ISSN : 2087-9954, E-ISSN: 2550-0066. DOI: <http://dx.doi.org/10.26418/jebik.v12i3.71477>

including attitude, subjective norms, and perceived behavioral control, which shape an individual's behavioral intention. The TPB also highlights that the behavioral intention is the most influential determinant of human social behavior. Despite its widespread use in various studies, the TPB has been investigated for overlooking moral issues. A person's feeling of moral obligation is typically correlated with whether they believe in engaging in a particular conduct (Si, Shi, Gang, Tang, Wu, & Lan, 2020). For these reasons, it can be concluded that the TPB describes individual intentions to behave, which is influenced by the relationship between the attitude, subjective norms, and perceived behavioral control.

One of the concepts studied or included in this research is revisit intention. This concept helps investigate the interest of potential consumers who have and have not visited an object. The force that drives a person to pay attention to something is interest. Purchase intention, according to prior research, is an attitude variable that determines future consumer brand loyalty (Marsasi & Yuanita, 2023). Customers often return to a place because of their experience with the goods or services the seller offers before and after they buy. Research Bayih & Singh (2020) shows that overall satisfaction affects revisit intentions more significantly than a willingness to recommend, meaning that revisit interest is a person's tendency to be so interested in an object that he is motivated to visit or come to it.

The principle of dual entitlement explains the perception of price fairness. This concept suggests a fair price for the customer and a reasonable business profit. According to Pieper Michalke, & Gaugler (2020), correct pricing closes the gap between the market price of food and the actual cost of food production. If the price increase is due to increased costs, this increase will be perceived as reasonable. Product quality and price information strongly influence consumer decisions about what to buy and how much to pay. This study uses Perceived Satisfaction to determine customer satisfaction after comparing perceptions (performance or results) with their expectations. Evaluate customer experience with services and their wishes. If the company fulfills the customer's wishes in the expected way, the customer will feel satisfied. This methodology bears resemblance to prior investigations conducted in the realm of food retail, wherein the assessment of consumer perceptions pertaining to product and service characteristics serves as the foundation for examining customer satisfaction (Yokoyama, Azuma, & Kim, 2022).

Loyalty will also be used in this study. Consumer behavior is a component of human activity that can vary depending on the environment and society. Consumer loyalty can generally be understood as a person's loyalty to a product, be it goods or services. According to Tasya & Marsasi (2023), consumer perceived value is significant to consumer loyalty. This means that the greater the value perceived by consumers, the greater the likelihood that consumers will convey the desire to repurchase the product. Organizations possessing a robust brand image have the capacity to promptly and effectively execute promotional tactics, hence enhancing consumer allegiance. Conversely, enterprises characterized by a weak brand image would experience the converse effect (Dash, Kiefer, & Paul, 2021). Based on this explanation, loyalty focuses more on behavior based on decision-making units and is shown by regular purchases.

The current research provides a theoretical explanation of loyalty; consumers with unique experiences with products tend to put product quality, brand, and value on the agenda for discussion. If buyers benefit from the product during the purchase process, they will recommend it to others. Consumers also want others to believe that their products are better and superior. The

effect of influencer recommendations on audience attitudes and purchase intent is one of the most prominent research areas (Hudders, De Jans, & De Veirman, 2021).

In word-of-mouth business, consumers provide information about brands, goods, or services to others in a noncommercial manner from one person to another. Advances in technology, especially the Internet, allow more information about products; this enables word-of-mouth (WOM) communication between people about products, services, or brands but can also include many types of WOM communication that spread globally through online media or so-called electronic word of mouth. Electronic word-of-mouth (E-WOM) is strongly associated with consumer purchasing decisions and lowers the risk of purchasing decisions (Miremedi & Haghayegh, 2022).

The marketing world is experiencing new developments thanks to information and communication technology advances on the Internet. E-WOM is widely regarded as having greater influence compared to other forms of marketing communication due to its inherent independence from the company. This phenomenon can be attributed to the fact that consumer reviews serve as reflections of individual experiences. Positive E-WOM spread on social media makes consumers more confident in the products being sold and can increase customer satisfaction.

Self-concept is an element of novelty in this research. Self-concept develops based on how individuals believe others portray themselves through words and actions. It is often said that it is also a mirror image. The concept of self is a complex construct consisting of five distinct dimensions: academic, emotional, familial, physical, and social. The idea of social self-concept, with a specific emphasis on the latter two categories, can be delineated as an individual's comprehension of oneself and one's aptitude in social interactions with peers (Lindell-Postigo, Zurita-Ortega, Ortiz-Franco, & González-Valero., 2020).

Similar previous studies have been conducted by many researches. Cakici, Akgunduz, & Yildirim (2019) studied the impact of perceived price justice and satisfaction on loyalty, and the mediating effect of revisit intention. Empirically, research related to the influence between perceived price justice and loyalty has been conducted by Riquelme, Román, Cuestas, & Iacobucci (2019), resulting in perceived price justice not being influenced by loyalty. In contrast, research conducted by Yaqub, Halim, & Shehzad (2019) shows a significant positive effect between perceived price justice on loyalty. Significant results are when consumers perceive price justice, and it can provide a driving force toward consumer loyalty. At the same time, other studies reveal that price justice can have a "dark side" or "love to hate" effect on loyal consumers. Research results by Scridon, Achim, Pintea, & Gavriletea (2019) show that loyalty influences perceived satisfaction. Different results in research of Lie, Sudirman, Efendi, & Butarbutar (2019) show that perceived satisfaction does not affect loyalty. The results of this study indicate that feelings of satisfaction play an essential role in influencing customer loyalty, which in turn will impact company profits. Other research shows that customer satisfaction cannot get a good relationship with customer loyalty.

The purpose of this study is to find the most influential components in determining consumer purchase intentions. The results of this study can be useful for similar companies, because studying the driving factors of consumer shopping intention behavior will allow companies to follow different strategies in marketing management, which aim to increase customer loyalty. The results of previous studies that have not been consistent and by adding self-concept as

a novelty to this study, the authors conducted a re-study of self-concept and revisit intention on E-WOM based on theory of planned behavior.

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

In this study, the Theory of Planned Behavior (TPB) serves as the main theoretical foundation. It was developed from the Theory of Reasoned Action (TRA) proposed in 1967 and believes that humans would behave accordingly (Ajzen, 1991). There are three components of TPB, including the subjective norms, perceived behavioral control, and attitudes toward behavior. In this study, the TPB measures the consumer behavior where the consumers make decisions and then act on those decisions to obtain the desired results. Specific goals lead to specific behaviors. However, attitudes have an impact on these intentions. According to some theories, consumers' attitudes about preventing food waste, feelings of control, and social norms might affect their intentions to do so, and those intentions can then affect how much food is wasted. As a result, the TPB's main objective is to measure behavior.

Perceived price fairness refers to the extent to which individuals believe the price they pay for goods or services is fair and reasonable. It is a subjective perception influenced by various factors such as personal beliefs, past experiences, and social norms. Price perception refers to the manner in which consumers perceive the price or cost associated with purchasing a product in relation to the price or value of comparable products (Esteves, 2022). People tend to perceive price fairness when they believe that the price matches their expectations and the value they receive from the product or service. For example, if someone believes that the price of a product is too high for the value they receive, they may feel that the price is unfair. In contrast, consumers are more likely to perceive price fairness if the price is reasonable and in line with the value consumers receive.

According to Nunkoo, Teeroovengadum, Ringle, & Sunnassee (2019), the influence of external factors on service capacity has implications for the perception, satisfaction, and revisit intention of customers. Perceived satisfaction can be defined as the user's acceptance of the information system and its comfort level. It can also be defined as the pleasure or Satisfaction a person feels when performing a required or desired action and experiences the result. Satisfaction is when a customer's needs, wants, and expectations for a product or service are met or exceeded by the product or service provided by the company, resulting in loyalty, repeat purchases, and positive reviews. Consumer views on consumer value and the satisfaction that consumers see will help businesses acquire new customers and, ultimately, gain customer loyalty. We must provide benefits that outweigh the sacrifices made by customers if we want to provide high value to them. Academics and practitioners have paid attention to customer satisfaction (Hultman, Papadopoulou, Oghazi, & Opoku, 2021).

According to Pai, Liu, Kang, & Dai (2020), destination satisfaction is one of the most substantial factors that influence revisit intentions, according to many studies that have been conducted. Consumers will behave further if they feel satisfied or dissatisfied with a product after they buy it. If customers are satisfied, they will return in the future and tell others about the services they used. The perception of a city's image has a major impact on an individual's intention to revisit, whereas the perception of an event's image does not have a substantial effect on revisit intention (Li, Lien, Wang, Wang, & Dong, 2021). City image includes positive or negative images of

infrastructure, cleanliness, and service quality. A good quality city image can make customers feel comfortable and safe obtaining products or services and more likely to visit again. The price customers pay in exchange for the services they receive, and the way customers perceive the price is a factor that encourages customers to return.

Customer loyalty is an attitude that encourages someone to buy goods and services from a company. Customer loyalty includes feelings, such as buying goods and services consistently and repeatedly. However, these customers not only buy goods repeatedly but also have a positive attitude towards the company that sells these goods and services. The efforts made by the company are valued by customers, leading to a rise in their loyalty (El-Kassar, Makki, & Gonzalez-Perez, 2019). Increasing customer loyalty will result in increased sales in the short term. The main factor that drives businesses to survive is profit, which allows companies to move from the variety of products and services they offer to a broader market to serve their customers. Enhancing customer loyalty is generally more financially advantageous in the long term when customers demonstrate a willingness to pay premium rates, avail of cost-effective services, and actively advocate for the brand.

2.1. Influence on the Self-Concept on Revisit Intention

According to Chen, Huang, Xiao, Luo, Jun, Liu, Song, Gao, & Chen (2021), self-concept refers to the cognitive representation that an individual forms of oneself in relation to their interactions with the surrounding environment. The concept of social self-concept pertains to an individual's subjective understanding of their own identity within the context of their social surroundings. The part of self-concept deals with how people see themselves as social beings and how they think others perceive them. One potential distinction that could be of significance in relation to the exposure to idealized pictures online is the concept of self-concept clarity. This refers to the degree to which an individual's perception of their own identity is clearly defined, specific, consistent across time, and internally aligned (Carter & Vartanian, 2022). Various factors, including socialization, culture, and individual experiences, shape social self-concept. Social self-concept can change when an individual interacts with different social environments. For example, family, peers, the workplace, and other social groups can influence one's social self-concept. Social self-concept can be further divided into dimensions: self-perceived social competence, social acceptance, and social status.

Shin (2020) investigated the relationship between four characteristics of self-congruity and consumer intentions towards country-branded food goods in both grocery store and restaurant environments. The study's results suggest that consumer intentions were impacted by the personal self, namely the alignment between the actual or ideal self. In contrast, the variables of social self-congruity, social self-congruity, and ideal social self-congruity did not provide any statistically significant impacts in either of the cases. According to the results obtained from this research investigation, it can be concluded that true self-congruity is the most significant factor that influences the intention to purchase branded food goods during shopping. The aforementioned studies have indicated that self-concept has the potential to influence an individual's intention to revisit. Therefore, the first hypothesis that can be proposed is as follows:

H1: There is a positive influence on the self-concept on revisit intention.

2.2. Influence of Perceived Price Justice on Revisit Intention

Polas, Raju, Hossen, Karim, & Tabash (2022) examined the concept of halal is essential for all Muslims around the world. Restaurants that serve halal food are essential because this religion supports that Islamic values and beliefs must be followed in all businesses. The present study investigates the direct influence of service quality, physical environment, and price perception on customers' intentions to engage in repeat patronage, while also exploring the indirect influence of these three aspects on customer satisfaction. The study's findings offer empirical support for the presence of a positive and statistically significant relationship between service quality, physical environment, perceived value, and intentions to travel. Furthermore, the present analysis demonstrates that the influence of perceived pricing and physical surroundings on vacation intentions is mediated by customer satisfaction. Nevertheless, the present study failed to establish a correlation between service media and the levels of customer satisfaction according to service quality and travel intentions. Prior research has indicated that the perception of price fairness has the potential to impact an individual's propensity to revisit a certain establishment or service. Consumer choices regarding their purchasing behavior and willingness to pay are contingent upon two key factors: the price of the product in question and the available information pertaining to its quality. Therefore, the second hypothesis that can be proposed is as follows:

H2: There is a positive influence on perceived price justice on revisit intention.

2.3. Influence of Perceived Satisfaction on Revisit Intention

Foroughi, Iranmanesh, Gholipour, & Hyun (2019) examined customer pleasure affects customer satisfaction and behavioral intentions. The purpose of this study was to look into how process and outcome quality affected how much fun and satisfaction fitness members had. It was also looked into how pleasure, satisfaction, and behavioral goal relate to one another. Fitness center managers will be able to differentiate their services from those of their competitors thanks to the study's findings, This study highlights the importance of outcome quality and joy, in addition to process quality and satisfaction, in shaping members' behavioral intentions. The results of this study indicate that the quality of processes and outcomes significantly influence customer happiness and enjoyment.

Furthermore, customer delight affects customer satisfaction and behavioral intentions. In the previous studies described above, it can be concluded that Perceived Satisfaction can influence Revisit intention. In the context of this study, customer satisfaction has a strong relationship with consumer intention to repurchase. Therefore, the third hypothesis that can be proposed is as follows:

H3: There is a positive influence on perceived satisfaction on revisit intention.

2.4. Influence of Perceived Price Justice on Loyalty

Malik, Akhtar, Raziq, & Ahmad (2020), examined the correlations among perceived price justice, customer loyalty, and service excellence. The primary objective of this research is to examine the correlation between customers' perception of pricing justice and their loyalty towards a certain brand or company. Additionally, this study will consider the potential role of customer satisfaction as a mediator in the relationship between customer loyalty and perceived service quality. The findings indicate that distinct consumer communities exhibit varying expectations, perceptions, degrees of satisfaction, and levels of loyalty. The correlation between the perceived

quality of service and customer loyalty is partially contingent upon consumer contentment, but the correlation between perceived fairness of price and customer loyalty is totally contingent upon customer pleasure. In the previously described studies, perceived price justice can affect loyalty. In the context of this study, perceived price justice for a product has a close relationship with loyalty. Therefore, the fourth hypothesis that can be proposed is as follows:

H4: There is a positive influence on perceived price justice on loyalty.

2.5. Influence on Perceived Satisfaction on Loyalty

Atulkar (2020) examined the perceived satisfaction and loyalty. An organization can succeed in today's competitive business world if it can foster customer trust and loyalty. As a result, this research concentrates on the emotional attachment that helps foster trust and loyalty to brands. The findings indicate that other factors that precede emotional attachment, including perceived quality, value, customer satisfaction, and differentiation, have an impact on brand loyalty. Furthermore, it is important to note that brand trust has a direct impact on brand loyalty, as well as an indirect influence. Based on the aforementioned research, it can be inferred that the perception of satisfaction has the potential to influence loyalty. In the context of this research, perceived Satisfaction with a product is closely related to Loyalty. Therefore, the fifth hypothesis that can be proposed is as follows:

H5: There is a positive influence on perceived satisfaction on loyalty.

2.6. Influence on Revisit Intention on Loyalty

Panda, Kumar, Jakhar, Luthra, Garza-Reyes, Kazancoglu, & Nayak (2020) investigated the relationship between intention and loyalty by developing all-encompassing framework evaluating consumer generosity, purchase intention, loyalty, and customer evangelism, taking into account the impact of social and environmental sustainability knowledge. The findings of this study indicate that sustainability awareness has a positive impact on consumer altruism. Moreover, it suggests that altruism can serve as a means to overcome the gap between values and actions for environmentally conscious companies, as it enhances consumer intentions to purchase, brand loyalty, and advocacy. The present study provides evidence to support the assertion that the identified constructs exhibit a statistically significant positive correlation. In the previous studies described above, it can be concluded that revisit intention can affect loyalty. In the context of this study, consumer intention to repurchase a product has a close relationship with loyalty. Therefore, the sixth hypothesis that can be proposed is as follows:

H6: There is a positive influence on revisit intention on loyalty.

2.7. Influence on Loyalty on E-WOM

As internet technology advances, spoken conversations can be sent electronically and are no longer limited to face-to-face communication. E-WOM allows consumers who feel impressed with their visit to share and suggest these ideas to other potential customers, generating more. Existing research on E-WOM focuses more on how E-WOM information affects consumer purchasing decisions at the pre-purchase stage (E-WOM seeking behavior) and less on E-WOM giving (Kanje, Charles, Tumsifu, Mossberg, & Andersson, 2019). E-WOM does not depend on the consumer's experience with purchased goods or services. Consumers will voluntarily make statements or reviews about a product or service if they are satisfied with their usage experience.

Consumers can use E-WOM information or messages to assess brands or products. Consumers can get information about the quality of goods or services through E-WOM messages. In a similar vein, while the activities of consumers' E-WOM have permeated numerous online platforms, there is a dearth of research on their preferences for E-WOM media and their engagement in cross-media E-WOM (Xu & Lee, 2020). Furthermore, a study on the influence of loyalty on E-WOM had also been carried out by Al-Zyoud (2021), which aimed to understand how gamification influences the consumer loyalty and how the consumer loyalty as a result of gamification interactions manifests in terms of purchasing behavior and E-WOM sharing. The relationship between gamification and purchase intention as well as between gamification and E-WOM-sharing behavior is mediated by consumer loyalty, which encourages buy intention and E-WOM-sharing behavior. In the previous studies described above, Loyalty can influence E-WOM. In the context of this research, consumer loyalty to goods or services has a close relationship with E-WOM. Therefore, the last hypothesis that can be proposed is as follows:

H7: There is a positive influence on loyalty on E-WOM.

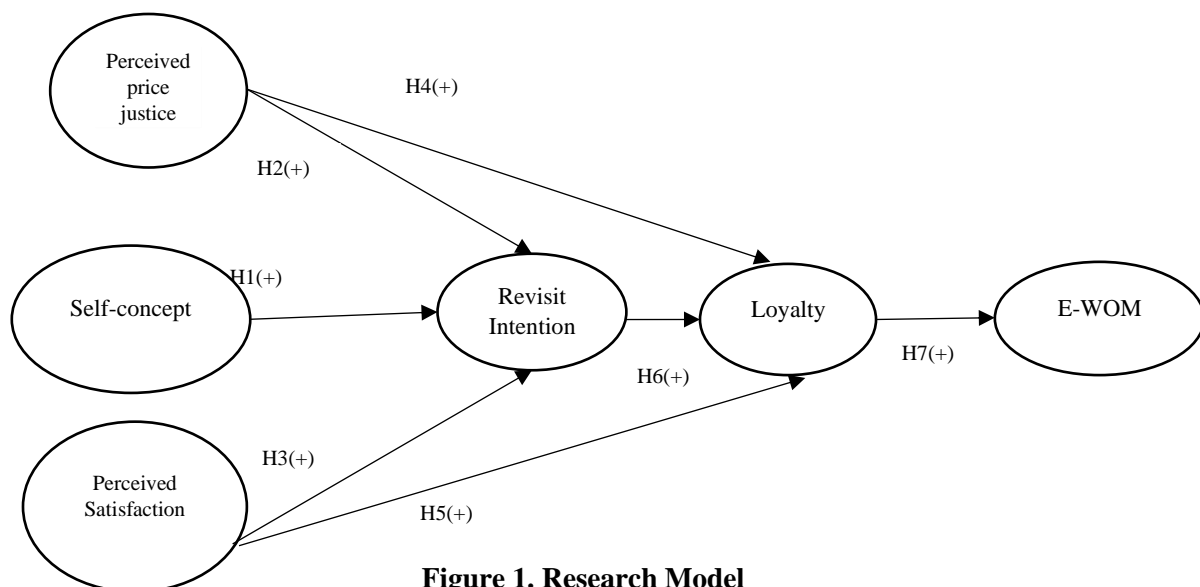


Figure 1. Research Model

3. RESEARCH METHODS

This study adopts a quantitative methodology. In quantitative research, phenomena are categorized and given meaningful numerical values to represent them. The decolonizing method to quantitative research is contingent upon the specific context and time period in which it is applied, meaning it occurs inside a certain period in terms of politics, social issues, history, and organizational structure, like many qualitative approaches do (Ravitch & Carl, 2020). The author chooses to use a quantitative approach because the author wants to test the hypothesis that has been put forward related to measuring the variables that influence consumer purchase intention in making purchases at ice cream outlets. Hypothesis testing in this study used Structural Equation Modeling (SEM) analysis on AMOS software. A multivariate technique that helps in this research, known as structural equation modeling, where the technique combines elements of factor analysis and regression. SEM is helpful for evaluating theories that can be modeled by a number of dependent relationship-based equations. SEM is used to look at the structure of a given relationship

in a set of equations. The hypothesized model will then be tested to demonstrate its fit to the data across all variables. Processing of large amounts of data will then be carried out using measurement models created from data processing using AMOS software. Before running the SEM test, certain stages must be carried out. These stages include normality and outlier test, measurement model test, validity and reliability test, structural model test, goodness of fit test, and hypothesis test. The measurement model is analyzed first, followed by the structural model, before moving on to testing the model itself. The purpose of this test is to determine the suitability of the measured indicator variables (items) in explaining the available latent constructs. The combination of path analysis and measurement model known as confirmatory factor analysis (CFA) is then used to enter the resulting data into the SEM testing stage. Ice cream outlets in the major cities of Java are the subject of this study. In this study, significant cities on the island of Java were chosen as the population because they are educational and tourist cities with considerable potential to become the largest market. Google Forms was used in this research to collect data. This study will use a sample of 400 people, which is more than the minimum number required. One of the nonprobability sampling methods is purposive sampling. According to Staller (2021), purposive sampling calls for researchers to use their best judgment by picking venues, records, or artifacts that can facilitate study tasks or by purposefully inviting those persons.

4. DATA ANALYSIS AND DISCUSSIONS

The author distributed questionnaires to 250 respondents and clarified the obtained respondents to make it easier to see the characteristics of the respondents. Respondents contributed to this research by providing the necessary descriptive data. In order to project the profile of the research data and the relationship between variables, the presentation of descriptive data is beneficial for this study. Gender, age, education, occupation, and the respondent's place of residence by district or city are all listed in the respondent's identity.

Table 1. Respondent's Profile

Characteristic	Amount	Percentage (%)
Gender		
Pria	85	34%
Wanita	165	66%
Total	250	100%
Age		
10 – 15 years	32	12,8%
16 – 25 years	193	77,2%
26 – 35 years	25	10%
Total	250	100%
Educational Background		
Magister	8	3,2%
Bachelor	85	34%
Senior High School/equal	123	49,2%
Junior High School	30	12%
Other	4	1,6
Total	250	100%

Source: Data processed by the author 2023

The results of distributing questionnaires to 250 respondents who are interested in visiting X ice cream outlets or who match the criteria for respondents in this study, the authors get the following information regarding the domicile of respondents based on district or city, there are 126 respondents or 50.4% residing in D.I.Yogyakarta. There are 25 respondents, or 10% each, live in Kudus, Salatiga, Semarang, and Surakarta. 12 respondents, or 4.8%, who live in Magelang and Pekalongan. From the data collected, it is evident that most of the respondents in the study reside in D.I. Yogyakarta. This finding shows that for the D.I.Yogyakarta and Central Java region, a consumer interested in visiting X ice cream outlet resides in D.I.Yogyakarta.

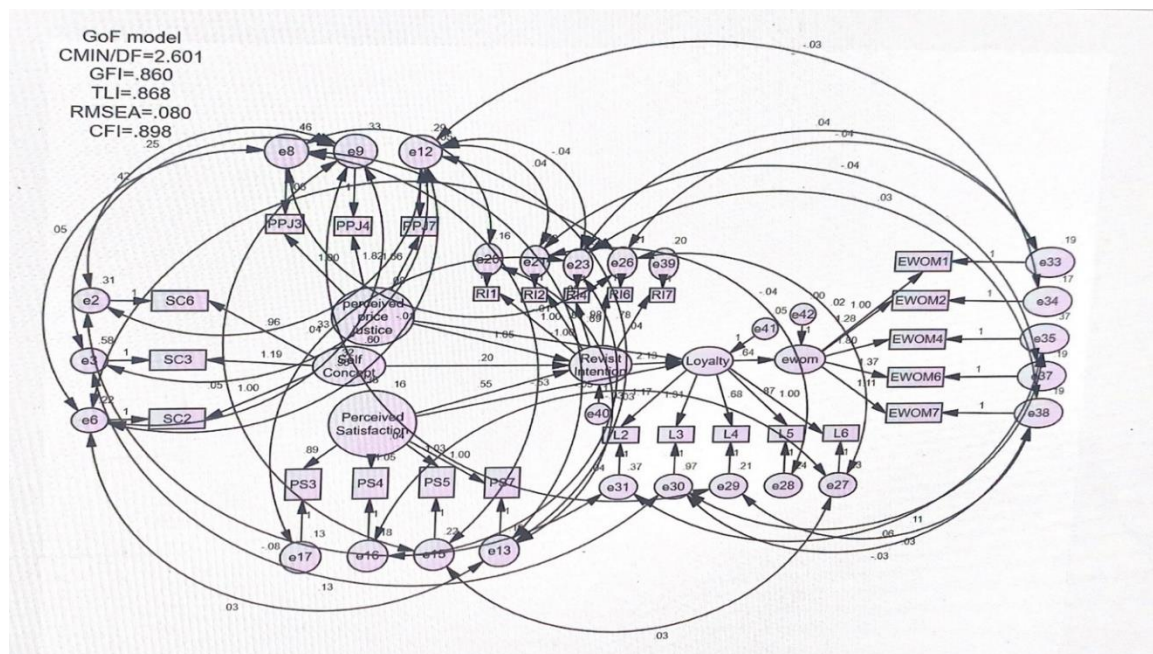
Table 2. Result of Validity and Realibility Tests

Validity Test			Realibility Test		
Variables	Indicator	Pearson Correlation	Description	Cronbach's Alpha Value	Description
<i>Self-Concept (SC)</i>	SC2	.804**	<i>Valid</i>	.808	Reliable
	SC3	.835**	<i>Valid</i>		
	SC4	.618**	<i>Valid</i>		
	SC5	.640**	<i>Valid</i>		
	SC6	.729**	<i>Valid</i>		
	SC7	.678**	<i>Valid</i>		
	<i>Perceived Price Justice (PPJ)</i>	PPJ1	.508**		
PPJ2		.605**	<i>Valid</i>		
PPJ3		.599**	<i>Valid</i>		
PPJ4		.720**	<i>Valid</i>		
PPJ5		.618**	<i>Valid</i>		
PPJ6		.578**	<i>Valid</i>		
PPJ7		.705**	<i>Valid</i>		
<i>Perceived Satisfaction (PS)</i>	PS1	.760**	<i>Valid</i>	.749	Reliable
	PS2	.633**	<i>Valid</i>		
	PS3	.677**	<i>Valid</i>		
	PS4	.656**	<i>Valid</i>		
	PS5	.767**	<i>Valid</i>		
	PS6	.563**	<i>Valid</i>		
	PS7	.640**	<i>Valid</i>		
<i>Revisit Intention (RI)</i>	RI1	.594**	<i>Valid</i>	.705	Reliable
	RI2	.609**	<i>Valid</i>		
	RI3	.699**	<i>Valid</i>		
	RI4	.622**	<i>Valid</i>		
	RI5	.650**	<i>Valid</i>		
	RI6	.593**	<i>Valid</i>		
	RI7	.668**	<i>Valid</i>		
<i>Loyalty (L)</i>	L1	.515**	<i>Valid</i>	.868	Reliable
	L2	.810**	<i>Valid</i>		
	L3	.747**	<i>Valid</i>		
	L4	.847**	<i>Valid</i>		
	L5	.878**	<i>Valid</i>		
	L6	.737**	<i>Valid</i>		
	L7	.728**	<i>Valid</i>		
<i>Electronic Word Of Mouth (EWOM)</i>	EWOM1	.561**	<i>Valid</i>	.880	Reliable
	EWOM2	.824**	<i>Valid</i>		
	EWOM3	.807**	<i>Valid</i>		
	EWOM4	.842**	<i>Valid</i>		
	EWOM6	.889**	<i>Valid</i>		
	EWOM7	.829**	<i>Valid</i>		

Source: Data processed by the author 2023

The validity test aims to detect the extent to which each variable that needs to be measured can be measured by the indicators used. The validity of the questionnaire statement items was tested using respondent data taken from the distribution of the initial stage questionnaire to each statement which became the research variable, namely the variable self-concept, the variable perceived price justice or perceived price justice, the variable perceived satisfaction or sense of satisfaction, the variable revisit intention or intention to visit again, loyalty, electronic word of mouth. The Corrected Item Total Correlation / Pearson Correlation value ≥ 0.50 indicates the validity test results and a significant level of 5%. IBM SPSS Statistics 23, used to test validity and reliability.

The purpose of the reliability test is to evaluate the reliability of statements in the questionnaire and to ascertain whether or not respondents provide consistent answers to each question. IBM SPSS Statistics 23 was used for the reliability test in this study. The measurement criteria for a variable if it has a Cronbach Alpha value ≥ 0.70 , then the variable is considered reliable. The results of the reliability test involving 32 respondents.



Source: Data processed by the author 2023
Figure 2. Structural Model (Modification Indices)

The measurement model applied in this study was created by processing data with AMOS Graphic 24.0 software. CFA applied to all research variables and describing the correlational relationship as a double-headed curved arrow was used to analyze the measurement model (Hair, Anderson, Babin, & Black, 2010). Model development techniques are used to improve the model framework through structural model modification (Hair *et al.*, 2010). Model development techniques are used to improve the model framework by modifying the structural model, considering the findings of hypothesis testing. This structural model can be modified to provide critical diagnostic data regarding possible cross-loadings that may be present (Hair *et al.*, 2010). Modifications will be made using modification indices as free parameter estimates may be suggested, which is detrimental to some of the theories put forward by the authors Hair *et al.* (2010). A higher index can produce superior results, including reducing the Chi-Square

value, increasing the GFI value, correcting unsupported hypotheses, etc. In the structural model, each endogenous construct has an error variance term. The exogenous variables are still associated with the correlation shown by the double-headed curved arrow. The modification index is determined by looking at AMOS's advice in the covariance section output and choosing the most extensive modification index (MI) value. This correlation (the double-headed curved arrow) is then applied to the selected error relationship.

Hypothesis testing in this second stage uses the same standard value, namely by using a probability benchmark, where the value of $P < 0.1$ is used to determine whether or not a hypothesis is significant, and the value of $|CR|$, which is 1.645. If the hypothesis meets these requirements, then the hypothesis can be declared supported or accepted. Final research figures 2 and tables 3 will be included in this study to show the findings of the structural model, specifically the P and CR values that have been analyzed to determine whether all hypotheses in the study are supported according to the research hypotheses. The results of the hypotheses tested by making modifications to the structural model. Based on the table 4, out of 7 research hypotheses are supported. This finding shows that the results obtained are better with the modification of the structural model.

Table 3. Second Stage Structural Model Goodness of Fit Test Results

No.	Index	Criteria	Results	Description
1	CMIN/DF	CMIN/DF 3.0	2,601	Good Fit
2	RMSEA	RMSEA 0.08	0,080	Good Fit
3	GFI	GFI 0.8 - 0.9	0,860	Marginal Fit
4	CFI	CFI 0.8 - 0.9	0,898	Marginal Fit
5	TLI	TLI 0.8 - 0.9	0,868	Marginal Fit

Source: Data processed by the author 2023

Table 4. Second Stage Hypothesis Testing Results

Hypothesis	Path	Std. Estimates	C.R.	P	Std. Reg Weight	Description
H1(+)	Self-concept - revisit intention	0.201	5.786	0.000***	0.437	H1 Supported
H2(+)	Perceived price justice - revisit intention	1.049	5.709	0.000***	0.835	H2 Supported
H3(+)	Perceived satisfaction - revisit intention	.547	5.954	0.000***	0.614	H3 Supported
H4(+)	Perceived price justice - Loyalty	-0.998	-3.604	0.000***	-0.640	H4 Supported
H5(+)	Perceived satisfaction - Loyalty	-0.533	-1.862	0.063	-0.482	H5 Supported
H6(+)	Revisit intention - Loyalty	2.130	6.040	0.000***	1.714	H6 Supported
H7(+)	Loyalty - EWOM	0.636	10.430	0.000***	0.982	H7 Supported

Source: Data processed by the author 2023

As can be seen from the table 4, the hypothesis one (H1), namely between self-concept on revisit intention, shows a positive and significant relationship, as evidenced by the

relationship between self-concept on revisit intention has an estimated value of 0.201, a critical ratio value of 5.786, and a p-value <0.001 . Research on self-concept on revisit intention was also carried out by Malik, Merunka, Akram, Barnes, & Chen (2020). The results showed that both interdependent and independent self-traits have a significant impact on individual characteristics, including vulnerability to normative influence, willingness to accept social risks, and status acquisition (SA), which affects intentions to acquire counterfeit goods. High levels of interconnected self-traits were found to positively influence consumers' purchasing intentions and to regulate the relationship between self-concept and buy intention.

These results also explain that consumers who feel dependent on the ice cream brand, of course, these consumers will intend to come to the ice cream outlet again. Researchers can conclude that the stronger the self-concept, the stronger the revisit intention of consumers to visit the ice cream outlet.

As seen in the aforementioned table, hypothesis two (H2), which examines the association between perceived price justice and revisit intention, demonstrates a statistically significant positive relationship. This is supported by the estimated value of the relationship between perceived price justice and revisit intention 1.049, a critical ratio value of 5.709, and a p-value <0.001 . These results are consistent with research by Polas *et al.* (2022), about the concept of halal, which is essential for all Muslims around the world. The present study discovered a statistically significant and favorable association between individuals' perception of value, the quality of service provided, and their plans to engage in travel activities. Furthermore, this analysis elucidates that the correlation between perceived price and physical environment in relation to travel preferences is contingent upon customer satisfaction. The findings of this study suggest that there is a significant positive relationship between perceived price justice and revisit intention.

Consumers feel that ice cream outlets with certain brands offer the best discount purchase options, which causes consumers to revisit the ice cream outlet in the future. Consumers feel that the prices charged by certain ice cream outlets are reasonable overall. Therefore, consumers are willing to spend money to revisit these ice cream outlets. Researchers can conclude that the stronger the price justice consumers feel, the stronger the consumer's intention to revisit the ice cream outlet.

The table 4 demonstrates a positive and statistically significant relationship between perceived satisfaction and revisit intention, supporting Hypothesis Three (H3). This is evident from the observed association between Perceived Satisfaction and Revisit Intention has an estimated value of 0.547, a critical ratio value of 5.954, and a p-value <0.001 . These findings are in line with research showing how process quality and outcome quality have a big impact on customer satisfaction and delight. Additionally, customer happiness influences behavioral intentions and customer satisfaction (Foroughi *et al.*, 2019). The purpose of this study is to examine how procedure and result quality affect the pleasure and enjoyment of fitness members. It was also looked into how pleasure, satisfaction, and behavioral goal relate to one another. The results of this study will enable management of fitness centers to differentiate their offerings to customers by understanding the significance of outcome quality and pleasure in addition to process quality and satisfaction in defining members' behavioral intents. This leads to the conclusion that perceived satisfaction considerably and favorably influences the intention to return.

The results of this study indicate that certain ice cream outlets have met consumer expectations in terms of fast service, and consumers also believe that ice cream products at certain ice cream outlets are guaranteed cleanliness. Researchers can conclude that the stronger the perceived satisfaction of consumers of ice cream outlets, the stronger the intention of consumers to revisit the ice cream outlet.

As can be seen from the table 4, the hypothesis four (H4), namely between perceived price justice to loyalty, shows a positive and Insignificant relationship, as evidenced by the relationship between perceived price justice to loyalty has an estimated value of -0.998, a critical ratio value of -3.604, and a p-value <0.001. The present findings are consistent with prior research, which shows that customer satisfaction serves as a complete mediator in th link between perceived fairness of pricing and customer loyalty, and as a partial mediator in the relationship between perceived quality of service and customer loyalty Malik *et al.* (2020). The present study aims to investigate the associations among perceived pricing fairness, customer loyalty, and service excellence. Furthermore, this research investigates the correlation between the perception of pricing fairness and customer loyalty, while also examining the intermediary function of customer satisfaction in the relationship between customer loyalty and perceived service quality.

The results show differences in customer expectations, perceptions, satisfaction, and loyalty across customer populations. This explains that when consumers can save more money by buying at a particular ice cream outlet, the consumer makes the ice cream outlet the primary destination for buying ice cream products. Consumers feel that the prices at certain ice cream outlets are affordable, so these consumers will encourage their peers to buy ice cream at these ice cream outlets. Researchers can conclude that the stronger the Perceived Price Justice of consumers, the stronger the loyalty of consumers to these ice cream outlets.

As can be seen from the table 4, the hypothesis five (H5), namely between perceived satisfaction and loyalty, shows a positive and insignificant relationship, as evidenced by the relationship between perceived satisfaction and loyalty has an estimated value of -0.553, a critical ratio value of -1.862, and a p-value <0.063. The same research results were also shown by Atulkar (2020). This study examines perceived satisfaction and loyalty. An organization can succeed in today's competitive business world if it can foster customer trust and loyalty. As a result, this study concentrates on the emotional attachment that helps foster trust and loyalty to brands.

Based on the research results, several aspects have been identified as influential in shaping brand loyalty. These characteristics encompass perceived quality, perceived value, customer happiness, and perceived differentiation. Researchers can conclude that the stronger the Perceived Satisfaction of consumers, the stronger the loyalty of consumers to the ice cream outlet.

As can be seen from the table 4, the hypothesis six (H6), namely between Revisit Intention and Loyalty, shows a positive and significant relationship, as evidenced by the relationship between Revisit Intention and Loyalty has an estimated value of 2.130, a critical ratio value of 6.040, and a p-value <0.001. This finding proves that consumer revisiting intentions to certain ice cream outlets positively and significantly affects consumer loyalty to these ice cream outlets. Panda *et al.* (2020) conducted research related to intention and loyalty. In order to measure consumer altruism, buy intention, loyalty, and customer evangelism, this study intends to develop a structural model that takes into account social and environmental sustainability awareness. The results of the study indicate that consumer altruism is positively impacted by an individual's level

of understanding regarding sustainability. Consequently, this heightened sense of sustainability awareness leads to increased purchase intentions, brand loyalty, and evangelism among consumers. Altruism has the potential to mitigate the value-action discrepancy among environmentally conscious companies. The present investigation provides support for the notion that there exists a robust positive correlation between the identified constructs.

This explains that consumers who are willing to spend money to revisit certain ice cream outlets, make these consumers have loyalty to these ice cream outlets. Consumers who believe that food and drinks at ice cream outlets are safe in terms of the process make the ice cream outlet the leading destination for buying ice cream products. Researchers can conclude that the stronger the intention to revisit consumers to ice cream outlets, the stronger the loyalty of these consumers to these ice cream outlets.

As can be seen from the table 4, the hypothesis 7 (H7), namely between Loyalty to E-WOM, shows a positive and significant relationship, as evidenced by the relationship between Loyalty to E-WOM has an estimated value of 0.636, a critical ratio value of 10.430, and a p-value of p-value <0.001. This finding proves that loyalty. Consumers of certain ice cream outlets have a positive and significant influence on the electronic word of mouth of consumers of these ice cream outlets. Research on the effect of loyalty on E-WOM has also been carried out (Al-Zyoud, 2021). This study has two goals in mind. This study first looks at how gamification impacts customer loyalty. This study also looks at how consumer loyalty brought about by gamification interactions manifests in terms of buying habits and E-WOM sharing. The association between gamification and purchase intention, as well as between gamification and E-WOM sharing behavior, is influenced by the mediating factor of consumer loyalty. This loyalty factor serves to stimulate both purchase intention and E-WOM sharing behavior.

A significant relationship between loyalty by consumers and their decision to conduct word of mouth was also confirmed. This emphasizes that consumers will be loyal by always saying positive things about certain ice cream outlets to others but not just saying positive things. Consumers will also recommend buying products at these ice cream outlets to colleagues. Researchers can conclude that the stronger the consumer loyalty, the stronger the electronic word of mouth of consumers of these ice cream outlets.

5. CONCLUSIONS, SUGGESTIONS, AND LIMITATIONS

The findings of this study specifically demonstrate that in the food and beverage sector, customer revisit intentions mediate between customer happiness and customer loyalty. Fair prices, in the eyes of the client, encourage them to reconsider their initial plans and, ultimately, increase their loyalty. This study discovered that the intention of returning customers serves as a mediator between satisfaction and loyalty. This implies that a satisfied consumer will be more likely to return and, as a result, establish stronger loyalty. These results imply that managers must raise customer satisfaction levels in order to develop devoted clients. The intention of customers to return and thus loyalty will increase as a result of all managerial measures that attempt to promote customer satisfaction.

A potential recommendation for future research is to ensure the equitable distribution of questionnaires among respondents, taking into account variables such as gender, age, occupation, and preferred city of residence. This can be done so that the proportion between respondents has a

difference that is close enough. In this study, the authors only chose the DIY and Central Java regions for distributing questionnaires, so this study could not represent the intention to visit ice cream outlets.

The authors have contributed by using the Theory of Planned Behavior. Therefore, the author also has suggestions for further research to use different theories or combine with one of the theories, namely Push and Pull Motivation Theory. The TPB (Theory of Planned Behavior) encompasses three predictors, wherein one of them pertains to attitude, which exerts an influence on individuals' intentions. Push and Pull Motivation Theory, on the other hand, focuses more on how internal and external incentives affect people's decision-making. The addition of new variables and changes to the theory used is suggested with the aim that future researchers can make new findings that are more varied.

There are a number of restrictions on the author's research, including the fact that only 400 respondents were sampled. Due to the fact that a number of respondents did not fit the requirements, this still needs to reflect the entire population of ice cream consumers. As a result, the number of respondents must be reduced to 250 because this yields the best data for this study. The present study is subject to certain limitations pertaining to the uneven distribution of participants across gender, age, occupation, and preferred city. The observed disparities in these variables pose a significant challenge that must be addressed in order to achieve a more equitable distribution of respondents. It is important to note that the researcher does not possess control over these factors, thereby necessitating further efforts to overcome this limitation. The author also did not stop at the decision to buy stage, but only at the intention to buy stage. Therefore, this study's results still need to affect managers or companies engaged in retail significantly.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Handbook of Theories of Social Psychology: Volume 1*, 438–459. <https://doi.org/10.4135/9781446249215.n22>
- Al-Zyoud, M. F. (2021). The impact of gamification on consumer loyalty, electronic word-of-mouth sharing and purchase behavior. *Journal of Public Affairs*, 21(3), 1–9. <https://doi.org/10.1002/pa.2263>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, 6(9), e04839. <https://doi.org/10.1016/j.heliyon.2020.e04839>
- Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, 74(3), 443–462. <https://doi.org/10.1108/TR-02-2018-0025>
- Carter, J. J., & Vartanian, L. R. (2022). Self-concept clarity and appearance-based social comparison to idealized bodies. *Body Image*, 40, 124–130. <https://doi.org/10.1016/j.bodyim.2021.12.001>
- Chen, X., Huang, Y., Xiao, M., Luo, Y., Jun, Liu, Y., Song, S., Gao, X., & Chen, H. (2021). Self and the brain: Self-concept mediates the effect of resting-state brain activity and connectivity on self-esteem in school-aged children. *Personality and Individual Differences*, 168(November 2019), 110287. <https://doi.org/10.1016/j.paid.2020.110287>

- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122(October 2020), 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- El-Kassar, A. N., Makki, D., & Gonzalez-Perez, M. A. (2019). Student–university identification and loyalty through social responsibility: A cross-cultural analysis. *International Journal of Educational Management*, 33(1), 45–65. <https://doi.org/10.1108/IJEM-02-2018-0072>
- Endri, E., Sumarno, A., & Saragi, H. (2020). Analysis of Financial Performance: Evidence from Food and Beverage Companies in Indonesia . *International Journal of Advanced Science and Technology*, 29(05 SE-Articles), 4199–4208. <http://sersec.org/journals/index.php/IJAST/article/view/13690>
- Esteves, R.-B. (2022). Can personalized pricing be a winning strategy in oligopolistic markets with heterogeneous demand customers? Yes, it can. *International Journal of Industrial Organization*, 85, 102874. <https://doi.org/https://doi.org/10.1016/j.ijindorg.2022.102874>
- Foroughi, B., Iranmanesh, M., Gholipour, H. F., & Hyun, S. S. (2019). Examining relationships among process quality, outcome quality, delight, satisfaction and behavioural intentions in fitness centres in Malaysia. *International Journal of Sports Marketing and Sponsorship*, 20(3), 374–389. <https://doi.org/10.1108/IJSMS-08-2018-0078>
- Hair, J., Anderson, R., Babin, B., & Black, W. (2010). Multivariate Data Analysis.pdf. In *Australia : Cengage: Vol. 7 edition* (p. 758).
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *International Journal of Advertising*, 40(3), 327–375. <https://doi.org/10.1080/02650487.2020.1836925>
- Hultman, M., Papadopoulou, C., Oghazi, P., & Opoku, R. (2021). Branding the hotel industry: The effect of step-up versus step-down brand extensions. *Journal of Business Research*, 124(June), 560–570. <https://doi.org/10.1016/j.jbusres.2020.10.047>
- Kanje, P., Charles, G., Tumsifu, E., Mossberg, L., & Andersson, T. (2019). Customer engagement and eWOM in tourism. *Journal of Hospitality and Tourism Insights*, 3(3), 273–289. <https://doi.org/10.1108/JHTI-04-2019-0074>
- Li, H., Lien, C. H., Wang, S. W., Wang, T., & Dong, W. (2021). Event and city image: the effect on revisit intention. *Tourism Review*, 76(1), 212–228. <https://doi.org/10.1108/TR-10-2019-0419>
- Lie, D., Sudirman, A., Efendi, E., & Butarbutar, M. (2019). Analysis of mediation effect of consumer satisfaction on the effect of service quality, price and consumer trust on consumer loyalty. *International Journal of Scientific and Technology Research*, 8(8), 421–428.
- Lindell-Postigo, D., Zurita-Ortega, F., Ortiz-Franco, M., & González-Valero, G. (2020). Cross-sectional study of self-concept and gender in relation to physical activity and martial arts in Spanish adolescents during the COVID-19 lockdown. *Education Sciences*, 10(8), 1–10. <https://doi.org/10.3390/educsci10080210>
- Malik, A., Merunka, D., Akram, M. S., Barnes, B. R., & Chen, A. (2020). Self-concept, individual characteristics, and counterfeit consumption: Evidence from an emerging market. *Psychology and Marketing*, 37(10), 1378–1395. <https://doi.org/10.1002/mar.21386>
- Malik, S. A., Akhtar, F., Raziq, M. M., & Ahmad, M. (2020). Measuring service quality perceptions of customers in the hotel industry of Pakistan. *Total Quality Management and Business Excellence*, 31(3–4), 263–278. <https://doi.org/10.1080/14783363.2018.1426451>

- Marsasi, E. G., & Yuanita, A. D. (2023). Investigating the Causes and Consequences of Brand Attachment of Luxury Fashion Brand: the Role of Gender, Age, and Income. *Media Ekonomi Dan Manajemen*, 38(1), 71–93. <https://doi.org/10.56444/mem.v38i1.3268>
- Miremadi, A., & Haghayegh, M. (2022). The Competitive Advantage of EWOM in Digital Marketing. *European Journal of Business and Management Research*, 7(2), 258–269. <https://doi.org/10.24018/ejbmr.2022.7.2.866>
- Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2019). International Journal of Hospitality Management Service quality and customer satisfaction : The moderating effects of hotel star rating. *International Journal of Hospitality Management*, November 2018, 102414. <https://doi.org/10.1016/j.ijhm.2019.102414>
- Pai, C. K., Liu, Y., Kang, S., & Dai, A. (2020). The role of perceived smart tourism technology experience for tourist satisfaction, happiness and revisit intention. *Sustainability (Switzerland)*, 12(16), 1–14. <https://doi.org/10.3390/su12166592>
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner Production*, 243, 118575. <https://doi.org/10.1016/j.jclepro.2019.118575>
- Pieper, M., Michalke, A., & Gaugler, T. (2020). Calculation of external climate costs for food highlights inadequate pricing of animal products. *Nature Communications*, 11(1), 1–13. <https://doi.org/10.1038/s41467-020-19474-6>
- Polas, M. R. H., Raju, V., Hossen, S. M., Karim, A. M., & Tabash, M. I. (2022). Customer's revisit intention: Empirical evidence on Gen-Z from Bangladesh towards halal restaurants. *Journal of Public Affairs*, 22(3), 1–13. <https://doi.org/10.1002/pa.2572>
- Ravitch, S. M., & Carl, N. M. (2020). *Qualitative Research: Bridging the Conceptual, Theoretical, and Methodological* (pp. 1–624). https://books.google.co.id/books/about/Qualitative_Research.html?id=0wY_xgEACAAJ&redir_esc=y
- Riquelme, I. P., Román, S., Cuestas, P. J., & Iacobucci, D. (2019). The Dark Side of Good Reputation and Loyalty in Online Retailing: When Trust Leads to Retaliation through Price Unfairness. *Journal of Interactive Marketing*, 47, 35–52. <https://doi.org/10.1016/j.intmar.2018.12.002>
- Scridon, M. A., Achim, S. A., Pinteau, M. O., & Gavriletea, M. D. (2019). Risk and perceived value: antecedents of customer satisfaction and loyalty in a sustainable business model. *Economic Research-Ekonomska Istrazivanja*, 32(1), 909–924. <https://doi.org/10.1080/1331677X.2019.1584043>
- Shin, Y. H. (2020). Predicting Consumer Intentions Regarding State-branded Food Products in the Grocery and Restaurant Settings: Understanding the Role of Self-Concept. *Journal of Quality Assurance in Hospitality and Tourism*, 21(5), 600–615. <https://doi.org/10.1080/1528008X.2020.1721038>
- Si, H., Shi, J., Gang, Tang, D., Wu, G., & Lan, J. (2020). Understanding intention and behavior toward sustainable usage of bike sharing by extending the theory of planned behavior. *Resources, Conservation and Recycling*, 152(March 2019), 104513. <https://doi.org/10.1016/j.resconrec.2019.104513>
- Staller, K. M. (2021). Big enough? Sampling in qualitative inquiry. *Qualitative Social Work*, 20(4), 897–904. <https://doi.org/10.1177/14733250211024516>

- Tasya, A. I., & Marsasi, E. G. (2023). the Effect of Perceived Value and Ewom on Loyalty in the Industry Consumer Goods Based on Equity Theory. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(1), 236–252. <https://doi.org/10.31955/mea.v7i1.2867>
- Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12), e05710. <https://doi.org/10.1016/j.heliyon.2020.e05710>
- Xu, X., & Lee, C. (2020). Utilizing the platform economy effect through EWOM: Does the platform matter? *International Journal of Production Economics*, 227(71872200), 107663. <https://doi.org/10.1016/j.ijpe.2020.107663>
- Yaqub, R. M. S., Halim, F., & Shehzad, A. (2019). Effect of service quality, price fairness, justice with service recovery and relational bonds on customer loyalty: Mediating role of customer satisfaction. *Pakistan Journal of Commerce and Social Science*, 13(1), 62–94.
- Yokoyama, N., Azuma, N., & Kim, W. (2022). Moderating effect of customer's retail format perception on customer satisfaction formation: An empirical study of mini-supermarkets in an urban retail market setting. *Journal of Retailing and Consumer Services*, 66, 102935. <https://doi.org/10.1016/j.jretconser.2022.102935>

ADDITIONAL REFERENCES

- Kementerian Perindustrian, (2022). Kemenperin: Industri Makanan dan Minuman Tumbuh 3,57% di Kuartal III-2022. <https://kemenperin.go.id/artikel/23696/Kemenperin:-Industri-Makanan-dan-Minuman-Tumbuh-3,57-di-Kuartal-III-2022>