

## **Hubungan kepatutan harga, kepuasan pelanggan, loyalitas dan harga yang dapat diterima : studi empiris pada perusahaan jasa**

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### **Abstrak**

The vast number of restaurant entrepreneur incite such an intense competitiveness which leads to diversity in practising marketing strategy, one factor that needs to be brought in to attention is pricing, which has become a sensitive subject in the time of global crisis. When something is overpriced, consumer will easily walk away , and when it is low-priced, a doubt about quality will aries . Price of a product or a service will, more often than not , affect consumer's buying decision. Thus it is important for company to be able to place an acceptable price. Yet so far only few researche evaluated "price acceptance" as consequence of customer satisfaction. This research aims to assess the relationship between price fairness, customer satisfaction, loyalty, and price acceptance in a service company. Questionnaires were distributed to respondents by the self-administered questionnaire method and total of 187 completed questionnaires were used in the analysis. The data was then analzed using structural equation modeling. Three of five hypotheses were supported and two others were not supported. This paper alson provides the implications for theoritical and managerial and offers directions for future research.