



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 4, Issue 2, June 2024

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, June, November**).

Focus : Education, Social, Economy, Management, And Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

Trust, Value, Price Fairness: Boosting Loyalty in Eco Hair Care

Altisya Putri Dinanti¹, Usep Suhud², Nofriska Krissanya³

^{1,2,3} Universitas Negeri Jakarta, Indonesia

ABSTRACT

The purpose of this research is to determine the influence of trust, perceived value, perceived price fairness, and customer satisfaction on customer loyalty to environmentally friendly hair care products. The research method uses a quantitative research design by distributing questionnaires. A total of 254 respondents were sampled using purposive sampling technique. The research objects in this study were respondents aged 18-60 years in DKI Jakarta and had purchased environmentally friendly hair care products at least three times in the last year. This research uses SPSS version 26 software and SEM (Structural Equation Model) from AMOS software to analyze and process research data. The research results show that: first, trust, perceived value, and perceived price fairness have a positive and significant effect on customer satisfaction. Second, trust, perceived value, and customer satisfaction have a positive and significant effect on customer loyalty. Third, perceived price fairness has no influence on customer loyalty.

Customer Loyalty, Customer Satisfaction, Green Products, Price Fairness, Eco Hair Care

ARTICLE INFO

Article history:

Received

22 March 2024

Revised

27 April 2024

Accepted

25 May 2024

Keywords

Doi

Corresponding

Author 

altisya.dinanti@gmail.com

INTRODUCTION

Rapid economic growth has caused degradation of the natural environment and the emergence of various environmental problems (Sheng et al., 2019; Krissanya et al., 2023). The United Nations (2022) states that environmental degradation is caused by human involvement, namely too much consumption, too much packaging and too many chemicals. One of the products for human consumption that contributes to environmental damage is cosmetic products, where many of the ingredients in these products are difficult to decompose naturally (Watsons.co.id, 2023).

According to Badan Pengawas Obat dan Makanan (BPOM) the number of beauty companies in Indonesia increased by 20.6% from 2021, from 819 to 913 in July 2022. Statista.com (2023) reports that the cosmetics market is expected to continue to grow by 4.39% every year (CAGR 2024–2028). By 2024, the personal

care segment will be the largest market segment with a value of US\$3.88 billion. With this growth, entrepreneurs are forced to carry out many innovations amidst many environmental issues to remain in the industry. Environmentally friendly cosmetic products are one of the innovations carried out by companies in the cosmetics industry.

The development of the environmentally friendly cosmetics industry shows that people's interest in adopting environmentally friendly cosmetic products is increasing. Increasing public awareness of environmental and social problems related to the consumption of cosmetic products, one of which occurs in the choice of hair care products. It was reported by factmr.com (2023) that the market for environmentally friendly hair care products will reach US\$ 10.32 billion in 2023 and is expected to increase at a CAGR of 7.1% and reach a market value of US\$ 20.5 billion by the end of the year. year. in 2033. This has caused many environmentally friendly hair care brands to emerge, including in Indonesia.

Reporting from katadata.co.id (2022), 47.5% of consumers admitted that they most often use Pantene shampoo. As is known, Pantene is a brand of non-environmentally friendly hair care products. Meanwhile, when compared to Natur, which is an environmentally friendly hair care brand, Natur is far behind with 5.8% of users in Indonesia. This shows that far more Indonesian people consume non-environmentally friendly hair care products.

The intense competition in the market requires environmentally friendly hair care brands to maintain their customer loyalty. Customer loyalty is a key factor in the business environment due to its crucial role in achieving business success (Ammari dan Bilgihan, 2019). Achieving customer satisfaction is a prerequisite for achieving customer loyalty. Based on product reviews on femaledaily.com (2020), many consumers still express dissatisfaction with environmentally friendly hair care products and are reluctant to make repeat purchases. This should be a concern for businesses in the environmentally friendly hair care sector to maintain their customer loyalty.

Based on a survey reported by Statista.com (2022), 15% of respondents stated that they did not believe they could make a difference by consuming environmentally friendly products or did not believe that consuming environmentally friendly products was something that was needed. This shows that public trust in environmentally friendly products still needs to be improved. Companies must be able to instill the belief that they can contribute to preserving the environment if they consume environmentally friendly products, one of which is hair care products.

Based on a survey reported by Statista.com (2022) around 32% of respondents in Indonesia stated that they do not adopt a sustainable lifestyle

because they consider sustainable or environmentally friendly products to be too expensive. This indicates that many Indonesians have not yet experienced fairness or reasonable pricing in environmentally friendly products. Additionally, other data also indicate that 62.8% of 555 respondents in Indonesia cite affordable prices as their reason for using a shampoo brand (databoks.katadata.co.id, 2022). This suggests that price fairness remains an important consideration for the majority of customers when repurchasing environmentally friendly hair care products.

Based on all the descriptions and arguments presented above, this research was conducted with the aim of comprehensively testing the influence of trust, perceived price fairness, and perceived value on customer loyalty through customer satisfaction with environmentally friendly hair care products.

Trust

Trust is a critical hedonic value dimension in the service experience, which indicates the customer's need to feel that the service or product is reliable and safe to use (Komulainen dan Saraniemi, 2019). According to Xu et al. (2020) customer trust emphasizes continuous customer support for the company and building trust when the company is faced with certain risks. When customer trust is well maintained, customers will have a strong relationship with the brand and its products, and tend to recommend them to others. Customers will be confident that the brand can provide quality products and services (Xu et al., 2020).

Perceived Value

Prior (2021) defines customer perceived value as a personal interpretation of the value offered by the seller, made by the buyer. This involves considering the potential costs, benefits, and the likelihood that it will enable buyers to meet their needs. According to Zailani et al. (2023) perceived value is a subjective view of customers. When customers realize the benefits of a product, they will ignore the costs of the product. Micu et al. (2019) stated that perceived value is the gap between customers' perceptions of what they spend (costs and sacrifices) and what they get (quality, benefits and usefulness).

Perceived Price Fairness

Price fairness is an important element in achieving customer satisfaction and loyalty because it reflects the customer's view of the relationship between the price of a product and the value it provides (Saldanha et al., 2023). Foroudi et al. (2022) define price fairness as a customer's assessment and related feelings regarding whether the difference between the price offered by the seller and the price offered by another party in a reasonable comparison is acceptable or justified. According to Value et al. (2023) perceived price fairness is a customer's

affective and cognitive evaluation regarding whether the amount requested is considered fair, acceptable, or reasonable.

Customer Satisfaction

Consumer satisfaction can be characterized as an assessment of how satisfied customers feel with the products, services, and performance of an organization (Ali et al., 2021). Satisfaction or dissatisfaction of an individual arises when they compare the performance or results they experience from a product with their expectations (Kotler dan Keller, 2021). According to Berners and Martin (2022), customer satisfaction can be defined as the evaluation of the difference between the expectations held by customers and the perception of the experience they receive. Customer satisfaction reflects customers' response to the quality offered by a company (Alareeni dan Hamdan, 2022).

Customer Loyalty

Customer loyalty is a component of expected behavior towards products or services provided by a company (Hayati et al., 2020). Consumers have different levels of loyalty to certain brands or companies. According to Kotler dan Keller (2021) loyalty can be defined as a strong commitment to repurchase or re-subscribe to a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause a shift in behavior. Wirtz dan Lovelock (2021) suggest that loyalty is the tendency to continue to support a company in the long term, often with exclusive loyalty. Customer loyalty is more than just behavior, it includes customers' preferences, tendencies and intentions to interact with a company in the future (Wirtz dan Lovelock, 2021).

Trust and Customer Satisfaction

Trust is very important in increasing customer satisfaction (Venkatakrishnan et al., 2023). Several researchers state that trust is a precursor to customer satisfaction and loyalty (Rita et al., 2019). Ishak and Saraih (2021) state that trust has a positive influence on customer satisfaction. This is in line with research conducted by Chou et al. (2019) that trust has a positive and significant effect on customer satisfaction.

H1: Trust has a positive and significant effect on customer satisfaction.

Perceived Value and Customer Satisfaction

Perceived value is an important factor in forming customer satisfaction. Customers will get satisfaction if what they get meets their expectations and desires (Kusumawati dan Rahayu, 2020). This is in accordance with the results of research conducted by Slack et al. (2021) that perceived value has a positive influence on customer satisfaction.

H2: Perceived value has a positive and significant effect on customer satisfaction.

Perceived Price Fairness and Customer Satisfaction

According to Kotler and Keller (2021) price sensitivity is interconnected with the level of customer satisfaction and dissatisfaction. Customer satisfaction and dissatisfaction can be influenced by value for money, fair prices, special offers, and discounts (Uddin, 2019). Based on research conducted by Hidayat et al. (2019) perceived price fairness has a direct and positive effect on customer satisfaction. This is in line with research by Singh et al. (2021) which shows that perceived price fairness has a positive and significant effect on customer satisfaction.

H3: Perceived price fairness has a positive and significant effect on customer satisfaction.

Trust and Customer Loyalty

Customer trust in a product can be an effective tool for forming customer loyalty. According to research by Omoregie et al. (2019) trust has a positive and significant influence on customer loyalty. This is in accordance with research conducted by Chanpariyavatevong et al. (2021) which shows that trust has a positive and significant impact on customer loyalty.

H4: Trust has a positive and significant effect on customer loyalty.

Perceived Value and Customer Loyalty

Perceived value is a strategic construct that enhances repurchase, relationship commitment, and customer loyalty (Chae et al., 2020). According to the research by Kusumawati dan Rahayu (2020), perceived value has a positive effect on customer loyalty. Similar findings are also suggested by Chanpariyavatevong et al. (2021), stating that perceived value directly influences customer loyalty positively.

H5: Perceived value has a positive and significant effect on customer loyalty.

Perceived Price Fairness and Customer Loyalty

Reasonable and fair prices can increase the likelihood that customers will remain subscribed, but regular price increases can damage customer loyalty (Ahmed et al., 2020). According to research conducted by Yaqub et al. (2023) perceived price fairness has a positive and significant influence on customer loyalty. Hidayat et al. (2019) also stated that perceived price fairness has a positive and significant influence on customer loyalty.

H6: Perceived price fairness has a positive and significant effect on customer loyalty.

Customer Satisfaction and Customer Loyalty

Customer satisfaction will influence customer loyalty. Yusof et al. (2023) stated that satisfaction has a positive and significant effect on customer loyalty. If customers are satisfied and the product meets their needs, they are more likely

to buy it again. This is in line with the results of research conducted by Omoregie et al. (2019) that customer satisfaction has a positive and significant influence on customer loyalty.

H7: Customer satisfaction has a positive and significant effect on customer loyalty.

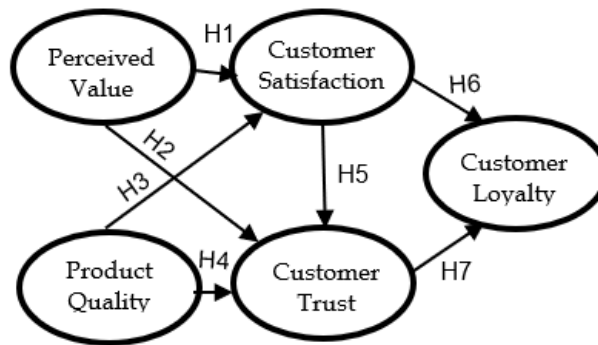


Figure 1.

Research Framework

Source: Data processed by author (2024)

RESEARCH METHODE

This research uses quantitative methods to collect data regularly and uses statistical analysis to find patterns and relationships between variables. Quantitative methods can provide clarity and accuracy in measuring how independent variables influence the dependent variable. This research was conducted for six months, starting from September 2023 to February 2024 in the DKI Jakarta area.

Data and Sample

The sampling technique used in this research is purposive sampling and will be analyzed using structural equation modeling (SEM). Hair et al. (2021) stated that a minimum sample size of 200 is required for structural equation modeling (SEM) analysis. Based on this statement, the researcher will use a sample of 250 respondents. The characteristics of respondents required for this research are:

- Have purchased environmentally friendly hair care products at least three times in the last year.
- Aged between 18 and 60 years (productive age).
- Domiciled in DKI Jakarta.

Data Collection Techniques

Researchers used primary data in this research. Primary data used in this research was obtained from questionnaires distributed to 250 respondents who used environmentally friendly hair care products in DKI Jakarta.

Data Analysis Techniques

The data analysis technique used to process and analyze the data in this research is SPSS Version 26 and AMOS. Researchers use SPSS to test validity and reliability, while AMOS to test Confirmatory Factor Analysis (CFA) and hypothesis testing.

RESULT AND DISCUSSION

Respondent Characteristics

Table 1.
Characteristics of Respondents Based on the Type of Environmentally Friendly Cosmetic Products Used

No	Product Brand	Amo-unt	%
1	Eucalie	2	0,8%
2	Good Virtues Co	20	7,9%
3	Natur	80	31,5%
4	OC Naturals	8	3,1%
5	Sensatia Botanicals	15	5,9%
6	Sukin	40	15,7%
7	The Body Shop	87	34,3%
8	Others	2	0,8%
	Total	254	100%

Table 1 shows that The Body Shop is the environmentally friendly hair care product brand most consumed by respondents.

Table 2.
Characteristics of Respondents Based on Period of Use of Environmentally Friendly Hair Care Products

No	Duration of Product Use	Amount	%
1	< 1 Year	103	40,6%
2	1-3 Years	118	46,5%
3	4-6 Years	27	10,6%
4	> 6 Years	6	2,4%
	Total	254	100%

Table 2 shows that the majority of respondents have used environmentally friendly hair care products for 1-3 years.

Table 3.
Characteristics of Respondents Based on Number of Purchases of Environmentally Friendly Hair Care Products in the Last Year

No	Number of Product Purchases	Amount	%
1	3 Times	130	51,2%
2	4 Times	58	22,8%
3	5 Times	26	10,2%
4	> 5 Times	40	15,7%
	Total	254	100%

Table 3 shows that most respondents have purchased environmentally friendly hair care products 3 times in the last year.

Table 4.
Characteristics of Respondents Based on Gender

No	Gender	Amount	%
1	Men	104	40,9%
2	Women	150	59,1%
	Total	254	100%

Table 4 shows that the majority of respondents are women, which means that more women are interested in using environmentally friendly body hair products than men.

Table 5.
Characteristics of Respondents Based on Age

No	Age	Amount	%
1	18-29 Years	238	93,7%
2	30-47 Years	14	5,5%
3	48-60 Years	2	0,8%
	Total	254	100%

Table 5 shows that the majority of respondents who use environmentally friendly hair care products are aged 18-29 years.

Table 6.
Characteristics of Respondents Based on Domicile

No	Domicile	Amount	%
1	West Jakarta	27	10,6%
2	Central Jakarta	51	20,1%
3	South Jakarta	39	15,4%
4	East Jakarta	99	39,0%
5	North Jakarta	38	15,0%
	Total	254	100%

Table 6 shows that the majority of respondents who consume environmentally friendly hair care products live in East Jakarta.

Table 7.
Characteristics of Respondents Based on Last Education

No	Last Educational Background	Amount	%
1	< High school/equivalent	1	0,4%
2	High school/equivalent	154	60,6%
3	Diploma	15	5,9%
4	S1	82	32,3%
5	S2	2	0,8%
6	S3	0	0%
	Total	254	100%

Table 7 shows that the majority of respondents who use environmentally friendly hair care products have a high school education or equivalent.

Table 8.
Characteristics of Respondents Based on Employment Status

No	Employment Status	Amount	%
1	Civil Servant	3	1,2%

2	Private Employees	66	26,0%
3	Student	175	68,8%
4	Entrepreneur	2	0,8%
5	Retiring	0	0%
6	Others	8	3,1%
	Total	254	100%

Table 8 shows that the majority of respondents who use environmentally friendly hair care products are students.

Table 9.
Characteristics of Respondents Based on Marital Status

No	Marital Status	Amount	%
1	Unmarried	239	94,1%
2	Married	15	5,9%
3	Divorce	0	0
4	Spouse Dies	0	0
	Total	254	100%

Table 9 shows that the majority of respondents who use environmentally friendly hair care products are unmarried.

Validity and Reliability Test

Based on table 10, it can be seen that the loading factor values for all indicators in this research can be declared valid. Then the Cronbach's Alpha value for all variables is > 0.7 , which means reliable.

Table 10.
Validity and Reliability Test Results

Name	Variables and Indicators	Factor Loading	Cronbach's Alpha
	<i>Trust</i>		0,889
Ts4	I feel confident in environmentally friendly hair care products that keep their promises and commitments.	0,878	
Ts3	I feel that this environmentally friendly hair care product is reliable	0,845	

Ts5	I trust the labels or logos of quality environmentally friendly hair care products.	0,817	
Ts1	I feel that the performance of this environmentally friendly hair care product meets expectations	0,816	
Ts2	I feel that environmentally friendly hair care products can be trusted	0,813	
	<i>Perceived Value</i>		0,899
PV3	I think this environmentally friendly hair care product meets my needs well	0,880	
PV4	In my opinion, environmentally friendly hair care products have advantages	0,877	
PV2	In my opinion, environmentally friendly hair care products have a good function	0,838	
PV1	Environmentally friendly hair care products are useful for long-term use	0,821	
PV5	Environmentally friendly hair care products are high value products	0,809	
	<i>Perceived Price Fairness</i>		0,887
PPF3	The price of environmentally friendly hair care products is acceptable	0,895	
PPF4	The price of eco-friendly hair care products is justifiable	0,862	
PPF2	Prices for environmentally friendly hair care products are fair	0,858	
PPF5	I buy environmentally friendly hair care products because the price matches the benefits offered	0,790	
PPF1	Prices for environmentally friendly hair care products are reasonable	0,771	
	<i>Customer Satisfaction</i>		0,874
CS4	Eco-friendly hair care products meet my needs	0,874	
CS2	Buying environmentally friendly hair care products is the right decision	0,833	
CS3	Overall, I am satisfied with environmentally friendly hair care products	0,829	

CS5	I am very satisfied with the ease of use of environmentally friendly hair care products	0,800	
CS1	I love buying environmentally friendly hair care products	0,752	
	<i>Customer Loyalty</i>		0,856
CL5	Environmentally friendly hair care products will be my first choice when I need to buy hair care products.	0,866	
CL4	I still use environmentally friendly hair care products, whatever the price	0,829	
CL3	I would recommend eco-friendly hair care products to others	0,779	
CL1	I always buy environmentally friendly hair care products	0,766	
CL2	I will buy eco-friendly hair care products in the future	0,753	

Confirmatory Factor Analysis (CFA) Test

Table 11 shows the results of the Confirmatory Factor Analysis (CFA) test. The test results show that all index values meet the suitability requirements and are declared fit.

Table 11.
Confirmatory Factor Analysis (CFA) Test Results

Index	Cut off Value	Result	Evaluation Model
P	$\geq 0,05$	0,105	<i>Fitted</i>
CMIN/DF	$\leq 2,00$	1,365	<i>Fitted</i>
GFI	$\geq 0,9$	0,974	<i>Fitted</i>
RMSR	$< 0,05$	0,018	<i>Fitted</i>
RMSEA	$\leq 0,08$	0,038	<i>Fitted</i>
AGFI	$\geq 0,9$	0,943	<i>Fitted</i>
TLI	$\geq 0,9$	0,987	<i>Fitted</i>
CFI	$\geq 0,9$	0,993	<i>Fitted</i>

Hypothesis Test

Based on table 12, the t value results conclude that H1 is accepted because the t value > 1.96 means that trust is stated to have a positive and significant influence on customer satisfaction. H2 is accepted because the t value > 1.96 means that the perceived value is stated to have a positive and significant effect

on customer satisfaction. H3 is accepted because the t value > 1.96 means that perceived price fairness is stated to have a positive and significant effect on customer satisfaction. H4 is accepted because the t value > 1.96 means that trust is stated to have a positive and significant effect on customer loyalty. H5 is accepted because the t value > 1.96 means that perceived value is stated to that trust is stated to have a positive and significant effect on customer loyalty. H5 is accepted because the t value > 1.96 means that perceived value is stated to have a positive and significant effect on customer loyalty. H6 is not accepted because the t value < 1.96 means that perceived price fairness is stated to have no influence on customer loyalty. H7 is accepted because the t value > 1.96 means that customer satisfaction is stated to have a positive and significant effect on customer loyalty.

Table 12.
Hypothesis Test Result

Hypothesis	Independent Variable	Dependent Variable	C.R. (t-value)	P	Standardized Regression Weight	Hypothesis Test Result
H1	Ts	→CS	2.355	.019	0,207	Accepted
H2	PV	→CS	5.118	***	0,435	Accepted
H3	PPF	→CS	2.704	.007	0,248	Accepted
H4	Ts	→CL	3.135	.002	0,288	Accepted
H5	PV	→CL	2.002	.045	0,196	Accepted
H6	PPF	→CL	1.330	.184	0,128	Refused

The Relation Between Trust and Customer Satisfaction

The trust variable on customer satisfaction has a standardized regression weights value of 0.435 and C.R. (Critical Ratio) is $2.355 > 1.96$, so trust is stated to have a positive and significant effect on customer satisfaction. This shows that positive trust will influence customer satisfaction when purchasing environmentally friendly hair care products. The results of this research are in accordance with research conducted by Ishak and Saraih (2021) and Chou et al. (2019) who stated that trust has a positive and significant relationship with customer satisfaction.

The Relation Between Perceived Value and Customer Satisfaction

The perceived value variable on customer satisfaction has a standardized regression weights value of 0.435 and C.R. amounting to $5.118 > 1.96$, then perceived value is stated to have a positive and significant effect on customer

satisfaction. This shows that positive perceived value will influence customer satisfaction when purchasing environmentally friendly hair care products. The results of this research are in accordance with research conducted by Suttikun dan Meeprom (2021), Chou et al. (2019), and Slack et al. (2021) who stated that perceived value has a positive and significant relationship with customer satisfaction.

The Relation Between Perceived Price Fairness and Customer Satisfaction

The perceived price fairness variable on customer satisfaction has a standardized regression weights value of 0.248 and C.R. is $2.704 > 1.96$, then perceived price fairness is stated to have a positive and significant effect on customer satisfaction. This shows that perceived price fairness will positively influence customer satisfaction when purchasing environmentally friendly hair care products. The results of this study are in accordance with research conducted by Singh et al. (2021) and Hidayat et al. (2019) who stated that perceived price fairness has a positive and significant relationship with customer satisfaction.

The Relation Between Trust and Customer Loyalty

The trust variable towards customer loyalty has a standardized regression weights value of 0.288 and C.R. is $3.135 > 1.96$, then trust is stated to have a positive and significant effect on customer loyalty. This shows that positive trust will influence customer loyalty in purchasing environmentally friendly hair care products. The results of this study are in accordance with research conducted by Chanpariyavatevong et al. (2021) and Omoregie et al. (2019) who stated that trust has a positive and significant relationship with customer loyalty.

The Relation Between Perceived Value and Customer Loyalty

The variable perceived value towards customer loyalty has a standardized regression weights value of 0.196 and C.R. is $2.002 > 1.96$, then perceived value is stated to have a positive and significant effect on customer loyalty. This shows that positive perceived value will influence customer loyalty when purchasing environmentally friendly hair care products. The results of this study are in accordance with research conducted by Chanpariyavatevong et al. (2021) and Kusumawati dan Rahayu (2020) who stated that perceived value has a positive and significant relationship with customer loyalty.

The Relation Between Perceived Price Fairness and Customer Loyalty

The perceived price fairness variable on customer loyalty has a standardized regression weights value of 0.128 and C.R. is $1.330 < 1.96$, so perceived price fairness is stated to have no significant effect on customer loyalty. Thus, the sixth hypothesis which states that perceived price fairness has a positive and significant effect on customer loyalty is rejected. This shows that

there is no positive influence between perceived price fairness and environmentally friendly hair care products. The results of this study are not in line with research conducted by Yaqub et al. (2023) and Hidayat et al. (2019) which states that perceived price fairness has a positive and significant effect on customer loyalty. However, the results of this study are in accordance with research conducted by Octaviani et al. (2021) which states that there is no significant influence between perceived price fairness and customer loyalty.

The Relation Between Customer Satisfaction and Customer Loyalty

The variable customer satisfaction towards customer loyalty has a standardized regression weights value of 0.285 and C.R. is 2.677, which means it is greater than 1.96, then customer satisfaction is stated to have a positive and significant effect on customer loyalty. The results of this research are in accordance with research conducted by Yusof et al. (2023) and Omoregie et al. (2019) who stated that customer satisfaction has a positive and significant relationship with customer loyalty.

CONCLUSION

This research tests several hypotheses about the factors that influence customer satisfaction and loyalty. The first finding shows that trust positively and significantly influences customer satisfaction, thereby confirming the importance of building and maintaining customer trust. The second finding highlights that perceived value also has a positive and significant effect on customer satisfaction, emphasizing the need for companies to improve the quality and value of their products. The third finding shows that perceptions of price fairness also have a positive impact on customer satisfaction, underscoring the importance of fair pricing in the context of the value provided. Additionally, the study found that trust and perceived value also influence customer loyalty, while the relationship between perceived price fairness and customer loyalty is not always so direct or significant. In conclusion, customer satisfaction plays a key role in building customer loyalty, and factors such as trust, perceived value, and price perception play an important role in this process.

REFERENCES

- Ahmed, A., Naseer, R., Asadullah, M., & Khan, H. (2020). Managing Service Quality, Food Quality, Price Fairness and Customer Retention: A Holistic Perspective. *Annals of Contemporary Developments in Management & HR*, 2(1), 1-5. <https://doi.org/10.33166/acdmhr.2020.01.001>
- Alareeni, B., & Hamdan, A. (2022). Financial Technology (FinTech), Entrepreneurship, and Business Development: Proceedings of The

- International Conference on Business and Technology (ICBT 2021) (Vol. 486). Springer Nature.
- Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. *International Journal of Engineering, Business and Management*, 5(2), 65–77. <https://doi.org/10.22161/ijebm.5.2.6>
- Bahri Ammari, N., & Bilgihan, A. (2019). Customer Retention to Mobile Telecommunication Service Providers: The Roles of Perceived Justice and Customer Loyalty Program. *International Journal of Mobile Communications*, 17(1), 1. <https://doi.org/10.1504/ijmc.2019.10011056>
- Berners, P., & Martin, A. (2022). *The Practical Guide to Achieving Customer Satisfaction in Events and Hotels*. Taylor & Francis.
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120(November), 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chanpariyavatevong, K., Wipulanusat, W., Champahom, T., Jomnonkwao, S., Chonsalasin, D., & Ratanavaraha, V. (2021). Predicting airline customer loyalty by integrating structural equation modeling and bayesian networks. *Sustainability (Switzerland)*, 13(13). <https://doi.org/10.3390/su13137046>
- Chou, S.-K., Kohsuwan, P., & Thanabordeekij, P. (2019). The Impact of Corporate Image, Service Quality, Trust, and Perceived Value on Chinese Customer Satisfaction and Loyalty: Medical Services in Thailand. *Human Behavior, Development and Society*, 20(3), 41–51.
- databoks.katadata.co.id. (2022). Merek Sampo yang Paling Sering Digunakan Responden Setahun Terakhir (Desember 2022). Diakses pada 26 November 2023, dari <https://databoks.katadata.co.id/datapublish/2023/02/14/ini-merek-sampo-dengan-konsumen-terbanyak-di-indonesia>
- factmr.com. (2023). Organic Hair Care Market. Diakses pada 8 Desember 2023, dari <https://www.factmr.com/report/278/organic-haircare-market>
- femaledaily.com. (2020). The Body Shop Rainforest Moisture Shampoo. Diakses pada 5 Desember 2023, dari <https://reviews.femaledaily.com/products/shampoo-conditioner/shampoo-64/the-body-shop/rainforest-moisture-shampoo-i>
- Foroudi, P., Nguyen, B., & Melewar, T. C. (2022). *The Emerald Handbook of Multi-Stakeholder Communication: Emerging Issues for Corporate Identity, Branding and Reputation*. Emerald Publishing Limited.

- Hair Jr, J., Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.
- Hayati, S., Suroso, A., Suliyanto, & Elfan Kaukab, M. (2020). Customer satisfaction as a mediation between micro banking image, customer relationship and customer loyalty. *Management Science Letters*, 10(11), 2561–2570. <https://doi.org/10.5267/j.msl.2020.3.039>
- Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. A. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant. *International Journal of Marketing Studies*, 11(3), 131. <https://doi.org/10.5539/ijms.v11n3p131>
- Iswati Ishak, N. H., & Saraih, U. N. (2021). Word of mouth, trust and customer satisfaction in family takaful industry in Malaysia. *AIP Conference Proceedings*, 2339(May). <https://doi.org/10.1063/5.0044185>
- Komulainen, H., & Saraniemi, S. (2019). Customer centricity in mobile banking: a customer experience perspective. *International Journal of Bank Marketing*, 37(5), 1082–1102.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management MARKETING MANAGEMENT* Marketing Management. In Pearson Practice Hall.
- Krissanya, N., Sholikhah, S., Berutu, M. B., & Sari, D. A. P. (2023). Exploring the role of green brand positioning in determining green product purchase intention. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 88–95. <https://doi.org/10.33094/ijaefa.v15i2.838>
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*, 32(6), 1525–1540. <https://doi.org/10.1108/TQM-05-2019-0150>
- Micu, A. E., Bouzaabia, O., Bouzaabia, R., Micu, A., & Capatina, A. (2019). Online customer experience in e-retailing: implications for web entrepreneurship. *International Entrepreneurship and Management Journal*, 15, 651–675.
- Nations, T. U. (2022). Goal 12: Ensure sustainable consumption and production patterns. Retrieved from <https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>
- Omorieg, O. K., Addae, J. A., Coffie, S., Ampong, G. O. A., & Ofori, K. S. (2019). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry. *International Journal of Bank Marketing*, 37(3), 798–820. <https://doi.org/10.1108/IJBM-04-2018-0099>

- Prior, D. D. (2021). *Organisational Buying: A Multidisciplinary Perspective*. Springer.
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Saldanha, E. D. S., Bahar, Y. R., & Barreto, D. M. B. (2023). The Mediating Role of Customer Satisfaction in the Relationship Between Product Trust, Perceived Value, Price Fairness, and Purchase Decisions : an Empirical Study of Telecomcel Company in Timor-Leste. *Timor Leste Journal of Business and Management*, 5(1), 10–31. <https://doi.org/10.51703/bm.v5i0.132>
- Sheng, G., Xie, F., Gong, S., & Pan, H. (2019). The role of cultural values in green purchasing intention: Empirical evidence from Chinese consumers. *International Journal of Consumer Studies*, 43(3), 315–326. <https://doi.org/10.1111/ijcs.12513>
- Singh, G., Slack, N., Sharma, S., Mudaliar, K., Narayan, S., Kaur, R., & Sharma, K. U. (2021). Antecedents involved in developing fast-food restaurant customer loyalty. *TQM Journal*, 33(8), 1753–1769. <https://doi.org/10.1108/TQM-07-2020-0163>
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324–1344. <https://doi.org/10.1108/BFJ-09-2020-0771>
- Statista.com. (2022). Reasons for not doing sustainable practices among Indonesians as of February 2022. Diakses pada 26 November 2023, dari <https://www.statista.com/statistics/1320415/indonesia-reasons-for-not-doing-sustainable-practices/>
- Statista.com. (2023). Beauty & Personal Care - Indonesia. Diakses pada 26 November 2023, dari <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia>
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1976468>
- Uddin, M. B. (2019). Customer loyalty in the fast food restaurants of Bangladesh. *British Food Journal*, 121(11), 2791–2808. <https://doi.org/10.1108/BFJ-02-2019-0140>
- Value, D. B., Involvement, C., Of, P., Pricing, F., Media, O. F., Fees, H., ... Platforms, A. (2023). DESTINATION BRAND VALUE , CONSUMER

INVOLVEMENT AND THE PERCEPTION OF FAIR PRICING OF MEDIA HOSTING FEES ON DIGITAL. 219-242.

- Venkatakrishnan, J., Alagiriswamy, R., & Parayitam, S. (2023). Web design and trust as moderators in the relationship between e-service quality, customer satisfaction and customer loyalty. *TQM Journal*, (January). <https://doi.org/10.1108/TQM-10-2022-0298>
- Watsons.co.id. (2023). Produk Kecantikan Jadi Penyebab Pencemaran Lingkungan?. Diakses pada 12 Desember 2023, dari <https://www.watsons.co.id/id/blog/id/latest-trend-id/produk-kecantikan-jadi-penyebab-pencemaran-lingkungan>
- Wirtz, J., & Lovelock, C. (2021). Managing Relationships and Building Loyalty. *Services Marketing*, 406-441. https://doi.org/10.1142/9781944659806_0012
- Xu, J., Duca, G., Ahmed, S. E., Márquez, F. P. G., & Hajiyev, A. (2020). Proceedings of the Fourteenth International Conference on Management Science and Engineering Management: Volume 2 (Vol. 1191). Springer Nature.
- Yaqub, R. M. S., Arshad, B., Javeed, M. A., & Saleem, H. M. N. (2023). Oliver's Four Stage Loyalty Model to Access the Impact of Umrah Services: Evidence from Umrah Travelling Agencies Operating in Pakistan. *Journal of Business and Social Review in Emerging Economies*, 9(1), 39-52. <https://doi.org/10.26710/jbsee.v9i1.2537>
- Yusof, R., Huei, L. Y., Adnan, N. A., Jefry, N. A. I., Syuhaimi, N. A. S., Marzuki, N. A. N., ... Tsabita, N. N. (2023). Contributing Factors to Customers Loyalty in Gadgets A Study on Apple Brand. *International Journal of Tourism & Hospitality in Asia Pasific*, 6(2), 116-125. <https://doi.org/10.32535/ijthap.v6i2.2344>
- Zailani, S. H. B. D. M., Yagapparaj, K., & Zakuan, N. (2023). Proceedings of the 2023 4th International Conference on Management Science and Engineering Management (ICMSEM 2023) (Vol. 259). Springer Nature.

Copyright Holder :

© Altisya (2024).

First Publication Right :

© International Journal of Education, Social Studies,
and Management (IJESSM) This article

