



The Influence of Perceived Service Quality, Perceived Price Fairness, and Product Glocalization on Repurchase Intention: The Mediating Role of Customer Satisfaction

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ABSTRACT

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This study aims to examine the influence of Perceived Service Quality, Perceived Price Fairness, and Product Glocalization on Repurchase Intention, with Customer Satisfaction serving as a mediating variable. The research employs a causal design with a quantitative approach. Data were collected through a five-point Likert-scale questionnaire administered to 288 respondents selected using purposive sampling, with criteria including a minimum age of 15 years and at least two purchases within the past three months. The data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with AMOS. The results indicate that Perceived Service Quality, Perceived Price Fairness, and Product Glocalization have positive and significant effects on Customer Satisfaction and Repurchase Intention. Furthermore, Customer Satisfaction significantly mediates the relationship between the three independent variables and Repurchase Intention. These findings highlight the strategic importance of enhancing service quality, ensuring price fairness, and implementing effective glocalization strategies to strengthen customer satisfaction and encourage repeat purchase behavior.

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INTRODUCTION

The sustainability of the fast-food industry has become an important societal concern as consumption patterns continue to shift in response to changing lifestyles, digitalization, and rising consumer expectations. Businesses are no longer evaluated solely on product availability but on the overall value delivered through service quality, price fairness, and consumption experience. This issue is significant because repeat purchases contribute directly to business stability, employment continuity, and economic circulation. Evidence suggests

that even in growing markets, business survival is not guaranteed when companies fail to meet evolving expectations (Chun & Nyam-Ochir, 2020). Furthermore, the fast-food sector is projected to grow at a CAGR of 1.8% between 2024 and 2028 (Kris, 2024), yet growth alone does not ensure profitability or long-term viability. Therefore, understanding the determinants of repurchase intention becomes essential not only for corporate performance but also for broader economic sustainability.

Despite market growth, the industry faces increasing difficulty in maintaining customer loyalty. Consumers today are more critical, value-conscious, and experience-oriented, making them less tolerant of service failures or perceived unfair pricing. Repurchase intention has thus become a strategic indicator of business continuity (Azizi et al., 2024). However, many companies struggle to consistently deliver perceived value that aligns with customer expectations. Service quality and price fairness are frequently identified as core determinants of satisfaction, yet inconsistent implementation reduces their long-term impact (Averina & Widagda, 2021; Putri & Bernarto, 2023; Agus & Vidyanata, 2022). The general problem lies in understanding how these perceptions interact within an integrated framework to shape customer satisfaction and repurchase intention. Without such understanding, managerial strategies may remain fragmented and less effective in securing repeat consumption behavior.

Empirical evidence demonstrates that financial instability can occur even in established fast-food corporations. One major company reported substantial financial losses in the third quarter of 2024 and closed dozens of outlets (CNBC Indonesia, 2025). This phenomenon illustrates that operational scale and brand recognition do not automatically translate into sustainable consumer loyalty. Consumers increasingly evaluate not only service performance and pricing but also product relevance within local cultural contexts. In highly competitive markets, differentiation strategies must go beyond operational efficiency and include emotional and cultural alignment. The field phenomenon suggests that repurchase intention is shaped by a multidimensional perception structure involving service experience, fairness evaluation, and product adaptation. Consequently, businesses must reassess their strategic positioning to respond effectively to these dynamic market pressures.

Previous studies have extensively examined the role of perceived service quality and perceived price fairness in influencing customer satisfaction and repurchase intention. Service quality dimensions such as reliability, responsiveness, and empathy have been shown to significantly enhance satisfaction and behavioral intentions (Chun & Nyam-Ochir, 2020; Averina & Widagda, 2021). Similarly, perceived price fairness strengthens value perception and loyalty by aligning monetary sacrifice with perceived benefits (Kakisina & Lego, 2021; Putri & Bernarto, 2023). These findings support the expectation-

confirmation and equity theories in consumer behavior research. However, most studies focus primarily on dyadic relationships, examining either service quality or price fairness independently, without integrating additional strategic variables that reflect globalization dynamics. As a result, the explanatory power of existing models may remain limited in increasingly hybrid and culturally diverse markets.

More recent research highlights the importance of glocalization strategies, defined as adapting global products to local cultural preferences, in shaping consumer attitudes and satisfaction (Ali & Ahmed, 2023; Vignali, 2001). While glocalization has been associated with enhanced brand relevance and psychological closeness, its integration into comprehensive mediation models remains underexplored. Some studies report inconsistent findings regarding the direct and indirect effects of perceived value variables on repurchase intention (Jha & Balaji, 2015; Kristianto et al., 2022). These inconsistencies indicate a research gap in understanding how perceived glocalization interacts with service quality and price fairness within a unified structural framework. Addressing this gap is crucial because modern consumers evaluate brands not only based on operational performance but also on cultural resonance and contextual adaptation.

This study advances prior research by integrating perceived service quality, perceived price fairness, and perceived glocalization of product into a single mediation model with customer satisfaction as the central mechanism influencing repurchase intention. Unlike earlier studies that treated these determinants separately, this research conceptualizes them as complementary strategic drivers operating simultaneously within a structural equation framework. By employing Covariance-Based Structural Equation Modeling (CB-SEM), the study provides a rigorous empirical examination of both direct and indirect effects. The novelty lies in positioning glocalization as a perceptual construct rather than merely a branding strategy, thereby expanding theoretical understanding of how cultural adaptation shapes behavioral intention. This integrated approach offers a more holistic explanation of repeat purchase behavior in competitive service industries.

Based on the identified gaps, the central research problem concerns how perceived service quality, perceived price fairness, and perceived glocalization collectively influence repurchase intention through customer satisfaction. The study argues that customer satisfaction serves as the primary psychological mechanism translating value perceptions into behavioral commitment. It is hypothesized that each perceptual determinant positively influences satisfaction and directly contributes to repurchase intention, while satisfaction mediates these relationships. By testing this integrated model, the research contributes theoretically to consumer behavior literature and practically to managerial decision-making in competitive service markets. The findings are expected to

provide empirical clarification of inconsistent prior results and offer strategic insights for enhancing sustainable customer loyalty.

RESEARCH METHODS

This study employed a quantitative research design with a causal approach to examine the relationships among perceived service quality, perceived price fairness, glocalization of product, customer satisfaction, and repurchase intention. The quantitative method was chosen because it enables objective measurement of variables and hypothesis testing through statistical analysis. A causal design is appropriate as the study seeks to analyze direct and indirect effects among variables, particularly the mediating role of customer satisfaction. By applying structured instruments and statistical modeling, this design ensures systematic, measurable, and generalizable findings.

The research was conducted in Indonesia, focusing on consumers of a nationally operating fast-food restaurant chain. Indonesia was selected due to its rapidly growing fast-food market and increasingly competitive industry landscape. Changing consumer preferences, price sensitivity, and higher expectations regarding service and product adaptation make this context highly relevant. The presence of global brands implementing local adaptation strategies also provides a strong basis for examining the influence of product glocalization on satisfaction and repurchase intention.

Data were collected using a structured questionnaire distributed to respondents who met specific criteria. The instrument employed a five-point Likert scale ranging from strongly disagree to strongly agree. Purposive sampling was applied to ensure that respondents were at least 15 years old and had purchased the product at least twice within the previous three months. These criteria ensured that participants had sufficient experience to evaluate the variables studied. The questionnaire items were adapted from established constructs to maintain clarity and measurement accuracy.

Data analysis was conducted using Covariance-Based Structural Equation Modeling (CB-SEM) with AMOS software. The analysis followed several stages, beginning with data condensation through screening, coding, and checking for completeness and assumption fulfillment. Data were then displayed using descriptive statistics and structural model outputs to illustrate relationships among variables. Finally, data verification was performed by evaluating goodness-of-fit indices, path coefficients, and mediation effects to determine whether the proposed hypotheses were supported.

To ensure the validity and reliability of the data, several statistical procedures were conducted. Construct validity was assessed using confirmatory factor analysis by examining factor loadings and overall model fit. Convergent

and discriminant validity were evaluated to ensure that each construct accurately measured its intended concept. Reliability was tested through internal consistency measures and composite reliability values. Additional assumption tests, including normality, multicollinearity, and outlier detection, were performed to ensure the robustness and credibility of the research findings

RESULTS AND DISCUSSION

Results

This study uses primary data from 288 respondents who meet the criteria, with the results presented in tables and explained systematically according to the scope of the study.

Table 1. Respondent Characteristics

Variable	Category	Frequency (f)	Percentage (%)
Gender	Male	113	39.24%
	Female	175	60.76%
	Total	288	100%
Age	< 18 years	8	2.78%
	18–25 years	170	59.03%
	26–35 years	90	31.25%
	> 35 years	20	6.94%
	Total	288	100%
Income	< IDR 1,000,000	49	17.01%
	IDR 1,000,000 – 2,500,000	97	33.68%
	IDR 2,500,001 – 5,000,000	99	34.38%
	> IDR 5,000,000	43	14.93%
	Total	288	100%
Occupation	Editor	1	0.35%
	Fresh Graduate	1	0.35%
	Homemaker	7	2.43%
	Bank Employee	1	0.35%
	Private Employee	75	26.04%
	Civil Servant	25	8.68%
	Student	136	47.22%
	Fish Seller	1	0.35%
	Entrepreneur	41	14.24%
	Total	288	100%
	Domicile	Bali	18
Java		123	42.71%
Kalimantan		55	19.10%
Maluku		5	1.74%
Nusa Tenggara (NTB/NTT)		10	3.47%
Papua		1	0.35%
Sulawesi		34	11.81%
Sumatra		42	14.58%
Total		288	100%

Based on Table 1, respondents were predominantly female (60.76%), aged 18–25 years (59.03%). The majority had middle-income and were students (47.22%), with the majority domiciled on Java Island (42.71%). The relatively high frequency of visits (2–3 times at 45.83% and >3 times at 32.99%) indicates the relevance of this research to repurchase intention.

Measurement Models

The results of the suitability, validity and reliability tests are as follows:

Table 2. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

Construct	Items	SLF	CR	AVE
Perceived Service Quality	Employees appear neat (uniform and personal hygiene).	0.899		
	I believe the restaurant always delivers orders according to what I request.	0.932		
	I feel that employees are responsive when I need assistance.	0.855		
	I feel confident every time I conduct a transaction at the restaurant.	0.894	0.903	0.798
	I feel that employees provide sincere attention to customers.	0.885		
Perceived Price Fairness	In my opinion, the menu prices are not detrimental to customers (fair).	0.901		
	I consider the menu prices reasonable for a fast-food restaurant.	0.922		
	I feel that the product prices are reasonable considering the quality I receive.	0.879		
	I feel that the menu prices are appropriate for the service quality provided.	0.907	0.893	0.814
Glocalization of Product	The menu feels familiar with Indonesian taste preferences.	0.885		
	Although adapted to local tastes, the brand still feels like an international brand to me.	0.880		
	The products offer variations that suit local consumer preferences.	0.894	0.879	0.792
	I see that the brand adapts its menu flavors to align with Indonesian culinary culture.	0.902		
Customer Satisfaction	My experience meets my expectations.	0.808		
	My experience is close to the ideal condition I expect from a fast-food restaurant.	0.879	0.834	0.716
	Overall, I am satisfied with my experience.	0.851		
Repurchase Intention	I intend to repurchase the products within the next month.	0.814		

It is very likely that I will repurchase the products.	0.896	0.840	0.730
The probability that I will repurchase the products is very high.	0.852		

Based on Table 2, the results of the validity and reliability tests indicate that the indicators of the constructed model meet the criteria for validity and reliability. The indicators have standardized loading factor (SLF) values above 0.50. This indicates that all metrics are valid and adequate to measure the overall composition of the resulting model. The Construct Reliability (CR) test score exceeds 0.70, indicating that all instruments are reliable and can consistently measure structure across the constructed models.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	615,303
Df		146
χ^2 - Significance Probability	≥ 0.05	0.000
CMIN/DF	≤ 3.00	4.214
RMSEA	≤ 0.08	0,106
RMR	$< 0,05$	0.810
NFI	≥ 0.90	0.897
IFI	≥ 0.90	0.920
TLI	≥ 0.90	0.906
CFI	≥ 0.90	0.919

The model fit test in Table 3 shows that the model meets the feasibility criteria and can be declared adequate. Several indices are above the threshold value, making the model suitable for further analysis.

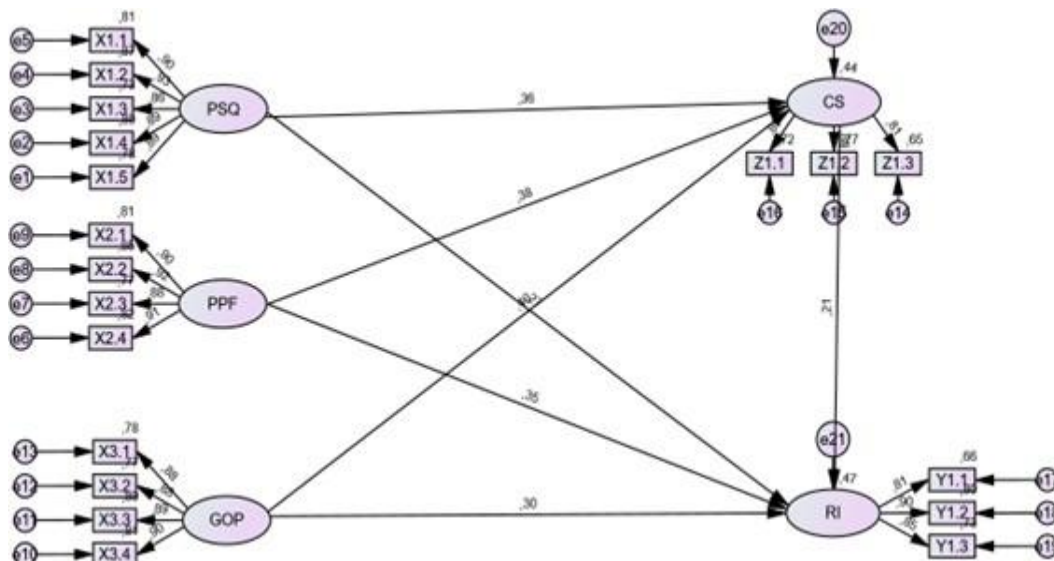


Figure 1. Complete Model Test

The results of testing the effects of the relationship between variables in the study configuration built in this research can be presented as follows.

Table 4. Hypothesis Testing

Hypothesis	Path	Estimate	S.E.	C.R.	P
H ₁	Perceived Service Quality --> Customer Satisfaction	0,293	0,043	6,742	***
H ₂	Perceived Price Fairness --> Customer Satisfaction	0,314	0,045	6,984	***
H ₃	Glocalization of Product --> Customer Satisfaction	0,312	0,043	7,262	***
H ₄	Customer Satisfaction --> Repurchase Intention	0,207	0,073	2,854	0,004
H ₅	Perceived Service Quality --> Repurchase Intention	0,214	0,046	4,637	***
H ₆	Perceived Price Fairness --> Repurchase Intention	0,29	0,049	5,947	***
H ₇	Glocalization of Product --> Repurchase Intention	0,229	0,046	4,947	***

The test results show that all relationships between variables are statistically significant (C.R > 1.96; p < 0.05). Perceived service quality, perceived price fairness, and product glocalization have a positive effect on customer satisfaction, which in turn significantly influences repurchase intention. These three independent variables also have a significant direct effect on repurchase

intention. These findings confirm that improved service quality, price fairness, and product glocalization drive satisfaction and repurchase intention among KFC consumers in Indonesia.

To confirm the indirect influence on the influence of the constructed mediating variables, the following is Table 5, which was obtained from the results of the Sobel test.

Table 5. Sobel Test - Significance of Mediation

	Sobel test statistic	Two- tailed probability
Perceived Service Quality --> Customer Satisfaction--> Repurchase Intention	2,617	0,008
Perceived Price Fairness --> Customer Satisfaction--> Repurchase Intention	2,626	0,008
Glocalization of Product --> Customer Satisfaction--> Repurchase Intention	2,641	0,008

Based on the results of the Sobel test in Table 4.5, the Sobel statistical values obtained for the path of perceived service quality, perceived price fairness, and glocalization of product through customer satisfaction to repurchase intention were 2.617; 2.626; and 2.641, respectively, with a probability value of 0.008 (<0.05). The Sobel statistical value is greater than the t-table value of 1.96, so it can be concluded that customer satisfaction plays a role as a variable.

Discussion

The findings indicate that perceived service quality has a positive and significant effect on customer satisfaction. This result suggests that neat employee appearance, responsiveness, reliability in delivering orders, and sincere attention contribute meaningfully to customers' overall evaluations. When customers perceive that service encounters are professional and trustworthy, they are more likely to experience satisfaction. This supports the argument that service quality remains a core determinant of satisfaction in the fast-food industry, where interactions are relatively brief but highly impactful (Safeer et al., 2022; Lee et al., 2022; Sichtmann et al., 2019). The results reinforce the view that consistent and responsive service delivery strengthens customers' emotional and cognitive evaluations of the brand.

Perceived price fairness was also found to significantly influence customer satisfaction. Customers who believe that menu prices are reasonable, fair, and aligned with the quality received tend to report higher satisfaction levels. In a competitive fast-food market, price perception becomes a critical evaluative

factor because consumers often compare alternatives before making repeat purchases. When pricing is considered transparent and equitable, customers feel respected and valued, which enhances satisfaction. This finding confirms that fairness perception is not merely an economic evaluation but also a psychological assessment that shapes consumer attitudes.

Glocalization of product demonstrated a significant positive effect on customer satisfaction. The adaptation of menu items to local tastes while maintaining an international brand identity appears to create a sense of familiarity without losing global appeal. This balance allows customers to enjoy products that resonate with local culinary culture while still perceiving the prestige of an international brand. Such alignment between global standardization and local adaptation strengthens experiential value and satisfaction (Salem & Kiss, 2022). The result highlights the strategic importance of cultural sensitivity in product development within emerging markets.

Customer satisfaction was proven to have a significant positive effect on repurchase intention. Satisfied customers are more likely to revisit and recommend the brand because satisfaction reflects the fulfillment of expectations. This finding aligns with relationship marketing theory, which posits that satisfaction functions as a precursor to loyalty and behavioral intention (Ellitan et al., 2023). When customers' expectations are met or exceeded, they develop positive behavioral intentions, including the intention to repurchase in the near future.

In addition to indirect effects through satisfaction, perceived service quality, perceived price fairness, and glocalization of product were found to have significant direct effects on repurchase intention. This indicates that consumers may form repurchase intentions not only based on overall satisfaction but also directly from their evaluations of service, price, and product adaptation. These results suggest a partial mediation model, where customer satisfaction strengthens but does not fully replace the direct influence of the independent variables (Prasetya, 2024). Therefore, managerial strategies should simultaneously enhance service performance, pricing fairness, and product localization to stimulate repeat purchasing behavior.

Finally, the Sobel test confirms that customer satisfaction significantly mediates the relationship between perceived service quality, perceived price fairness, glocalization of product, and repurchase intention. The mediation results indicate that improving service, price perception, and local adaptation increases satisfaction, which subsequently strengthens customers' intention to repurchase. This integrated model provides empirical support for a

comprehensive marketing strategy that combines operational excellence, fair pricing, and cultural adaptation to sustain competitive advantage in the fast-food industry (Putri & Bernanto, 2023). Overall, the study contributes by demonstrating the complementary roles of cognitive evaluations and affective responses in shaping repurchase intention

CONCLUSION

The findings of this study demonstrate that perceived service quality, perceived price fairness, and glocalization of product have positive and significant effects on customer satisfaction, which in turn significantly influences repurchase intention. In addition, the three independent variables also exert a direct and significant impact on repurchase intention, indicating both direct and mediated relationships. The most important insight from this research is that customer satisfaction functions as a central mechanism that translates service performance, fair pricing perceptions, and culturally adapted products into repeat purchasing behavior. This implies that companies operating in competitive fast-food markets must not only focus on operational excellence and pricing strategies but also ensure that global products are meaningfully adapted to local preferences. Academically, this study contributes to marketing and consumer behavior literature by integrating product glocalization into a mediation model, thereby enriching empirical evidence on how cognitive evaluations and cultural adaptation jointly shape behavioral intentions in emerging markets.

Despite its contributions, this study has several limitations. First, the use of purposive sampling and a cross-sectional design limits the generalizability of the findings and does not fully capture changes in consumer behavior over time. Second, the study focuses on a single fast-food brand context, which may restrict broader industry comparisons. Future research is therefore encouraged to apply longitudinal designs, incorporate probability sampling techniques, and examine different brands or sectors to enhance external validity. Further studies may also explore additional mediating or moderating variables, such as brand image, trust, or perceived value, to provide a more comprehensive understanding of the determinants of repurchase intention.

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