

Pricing Strategy and Service Quality Improvement to Optimize Customer Satisfaction: a Systematic Literature Review

Muhammad Naufal Noorsyah¹, Aristanti Widyaningsih², Denny Andriana^{3*}

^{*1,2,3}Master Accounting of Science, Faculty Education and Economic Business, Indonesian University of Education

¹m.naufal.n@upi.edu, ²aristanti.widyaningsih@upi.edu, ³denny.andriana@upi.edu

ABSTRACT

Customer satisfaction is a critical determinant of business sustainability and growth, influencing customer loyalty, company reputation, and competitive positioning. This study systematically reviews the interplay between pricing strategies and service quality as key drivers of customer satisfaction. Employing a Systematic Literature Review (SLR) method guided by the PRISMA framework, 25 relevant articles were analyzed to synthesize insights into this dynamic relationship. The findings reveal that effective pricing strategies, including value-based, competitive, and dynamic pricing, significantly impact customer satisfaction by aligning price with perceived value. Simultaneously, high service quality, measured through the SERVQUAL dimensions (reliability, responsiveness, assurance, empathy, and tangibles), enhances customer experiences and fosters loyalty. The study underscores the critical interdependence of these factors, demonstrating that businesses must balance competitive pricing with superior service delivery to optimize customer satisfaction. This research provides a framework for companies to strategically integrate pricing and service quality, addressing market-specific challenges and leveraging opportunities for long-term success. Future studies are encouraged to explore the role of technological advancements, such as AI-driven pricing models and personalized service innovations, in further enhancing customer satisfaction in dynamic and competitive markets.

Keywords: Pricing Strategy, Service Quality, Customer Satisfaction

INTRODUCTION

In the contemporary business environment, the ability to maintain customer satisfaction is a crucial determinant of a company's long-term viability and growth. Customer satisfaction, in addition to fostering customer loyalty, can also influence a company's reputation and its competitive standing in the market. Two primary factors often identified as key determinants of customer satisfaction are pricing strategy and service quality.

An effective pricing strategy enables companies to offer value that aligns with customer expectations. Customers typically compare prices with the benefits they receive, emphasizing the importance of aligning price and perceived value. Additionally, superior service quality significantly contributes to a positive customer experience. Responsive, friendly, and personalized service can directly enhance customer satisfaction.

However, difficulties emerge when companies must reconcile the dual objectives of offering competitive pricing and maintaining service quality. Prices that are too low may precipitate a decline in service quality due to resource constraints. Conversely, prices that are excessively high may engender a sense of insufficient value among customers, thereby negatively impacting their satisfaction.

The objective of this research is to examine the potential for optimizing pricing strategies and service quality improvements simultaneously, with the goal of achieving the highest levels of customer satisfaction. By elucidating the interrelationship between these two factors, companies can develop a more efficacious approach to meeting customer needs while simultaneously attaining their business objectives. Furthermore, this research is anticipated to yield novel insights into the manner in which an optimal combination of strategies can enhance competitiveness in a dynamic market.

1. Pricing Strategy

Pricing strategy is the approach or method used by companies to determine the price of their products or services in order to achieve specific business objectives. In order to be effective, pricing must consider a variety of factors, including production costs, the perceived value of the product or service by customers, competitor prices, and market conditions.

As posited by Kotler and Keller (2016), pricing serves not only to cover costs and generate profits, but also to play a strategic role in influencing customer perceptions and creating competitiveness.

Pricing strategy is a crucial aspect for any company, as it can influence profitability. Setting the optimal price can help businesses generate the greatest revenue and profit. A pricing strategy that is both competitive and attractive to customers will help a company to attract and retain customers. Prices affect the attractiveness of products in the market and customer perceptions of value. Therefore, companies that have competitive prices will be better able to survive in market competition. This will result in customers continuing to see our products because our prices are competitive in comparison to those of other competitors. In addition, a pricing strategy can also be used to manage demand. For example, a discount or promotion strategy will generate customer desire to buy the product offered because there is a discount or promotion.

In determining a price, there are several factors that must be considered including:

- a. Cost is a significant factor that must be taken into account, including production, distribution, and marketing costs. These costs must be covered by the minimum price to avoid financial losses.
- b. Market Demand: Prices are influenced by the elasticity of demand and supply, which can be observed by examining the extent to which customers are sensitive to price changes.
- c. Competition: The pricing strategies of rival companies can exert an influence on the pricing decisions of a given company.
- d. Perceived Value by Customers: It is essential for companies to assess how the price of their products aligns with the value that customers ascribe to them. This is a crucial aspect that can significantly impact customer satisfaction.

In establishing a price, it is essential for the company to be meticulous in order to ensure that the price offered aligns with market conditions. There are various approaches to pricing, including:

a. Cost-Based Strategy

- 1) Cost-Plus Pricing: This method entails adding a certain profit margin on top of the production costs. To illustrate, if the production cost is Rp100,000, a 20% profit margin would result in a selling price of Rp120,000.

- 2) Break-Even Pricing: The determination of a price point that will result in revenue equaling the total costs incurred.
- b. Value-based strategy
 - 1) Value-Based Pricing: A pricing strategy that is based on the customer's perceived value of the product, rather than solely on the cost.
 - 2) Premium Pricing: The practice of charging a premium price for a product that reflects its quality or exclusivity.
- c. Competition-Based Strategy
 - 1) Competitive Pricing: The practice of setting prices in accordance with the pricing strategies employed by competitors.
 - 2) Penetration pricing is the practice of offering low prices to attract new customers or enter new markets.
 - 3) Skimming pricing is a pricing strategy that begins with a high price and then decreases it over time. This strategy is often employed for innovative products.
- d. Discount and Promotion Strategy
 - 1) Seasonal Pricing: The implementation of discounts at specific points in time, such as the conclusion of the fiscal year.
 - 2) Bundle Pricing: The practice of offering products in packages at a lower price than the sum of the individual purchases.
- e. Dynamic Strategy

Dynamic Pricing: The pricing of a product or service is subject to change based on market conditions or demand in real time. This is exemplified in the online transportation business.

2. Quality of Service

The term "service quality" is used to describe the extent to which the services provided meet or exceed customer expectations. It is important to note that service quality is not solely determined by the end result that customers receive; rather, it also encompasses the process of interaction between customers and service providers. The concept of service quality is widely regarded as a crucial factor in fostering customer satisfaction and loyalty.

As postulated by Parasuraman, Zeithaml, and Berry (1988), the concept of service quality can be defined as the discrepancy between customers' expectations of the service and their perceptions of the service received. It can be inferred that the smaller this discrepancy, the higher the perceived service quality.

The SERVQUAL model, developed by Parasuraman et al. (1988), is one of the most widely utilized frameworks for evaluating service quality. This model encompasses five primary dimensions:

- a. Reliability: The capacity to provide the promised service in a consistent, accurate, and dependable manner.
- b. Responsiveness: The willingness to assist customers and provide services in a prompt manner.
- c. Assurance: The knowledge, courtesy, and ability of employees to instill trust and confidence in customers.
- d. Empathy: The provision of individualized attention and care to customers.
- e. Tangibles: The physical aspects of the service environment, including the appearance of facilities, equipment, employees, and communication materials.

This dimension enables organizations to identify areas for improvement in service delivery.

For organizations, customer quality is of great consequence. One objective is to enhance customer satisfaction. The provision of high-quality service optimizes the customer experience, ensuring that it aligns with or surpasses their expectations (Zeithaml et al., 1990). Subsequently, the provision of excellent customer service can foster customer loyalty. When customers are consistently and satisfactorily served, they are more likely to remain loyal to a particular company or brand (Kotler & Keller, 2016). Moreover, a company that prioritizes customer quality will enhance its reputation. High-quality service fosters a positive image of the company among customers and society, thereby enabling it to compete effectively in the market. Service quality becomes a significant differentiating factor that competitors find challenging to replicate.

3. Customer Satisfaction

Customer satisfaction can be defined as the level of satisfaction that customers feel when comparing their expectations of a product or service with the actual experience they receive. If the customer's experience exceeds expectations, they tend to be satisfied or even highly satisfied. Conversely, if their experience is below expectations, the customer is dissatisfied.

As defined by Kotler and Keller (2016), customer satisfaction can be understood as "a person's feeling of pleasure or disappointment that arises after comparing the perceived product performance with their expectations.

A customer is defined as an individual or organization that purchases products or utilizes services offered by a company. The role of customers in business continuity is of significant importance, as they represent the primary source of revenue and the focal point of all marketing activities. It is of great importance to consider customer satisfaction, as it can lead to increased customer loyalty. Satisfied customers are more likely to remain loyal to a particular brand or company. Furthermore, focusing on customer satisfaction can enhance the company's reputation, fostering a positive image. This can reduce the likelihood of customers switching to competitors, and can also lead to increased profits due to the propensity of satisfied customers to make repeat purchases and recommend products to others.

There are several factors that can affect customer satisfaction, including:

- a. **Product or Service Quality:** The degree to which products or services meet or exceed customer expectations directly correlates with the level of satisfaction experienced by the customer.
- b. **Price.** The alignment between the price and the value of the product or service affects customer satisfaction.
- c. **Service Quality:** The provision of friendly, expedient, and responsive service enhances the customer experience.
- d. **Customer Expectations:** The degree of satisfaction experienced by customers is significantly influenced by their realistic expectations of the product or service in question.
- e. **Previous Experience:** Previous experience with the company also affects customer satisfaction.

At least three indicators of customer satisfaction have been identified, including:

- a. **Net Promoter Score (NPS):** This metric gauges the probability that a customer will recommend a product or service to others.

- b. Customer Retention Rate: This indicator measures the percentage of customers who continue to utilize the company's services within a specified time frame.
- c. Customer Feedback: Utilizes surveys or direct feedback to assess customer satisfaction.

METHOD

This research is a systematic literature review on pricing strategies and improving service quality to optimize customer satisfaction. It employs the Systematic Literature Review (SLR) approach and follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) framework. The following steps are recommended for this research method:

- a. Identify pertinent keywords and search strategies to retrieve pertinent studies from the Scopus and Google Scholar databases.
- b. The studies are selected based on predetermined criteria, following the PRISMA flow (identification, screening, eligibility, and inclusion).
- c. The relevant data from the selected studies must be extracted, including author information, year of publication, methodology, main findings, and so forth.

By following these steps, a systematic literature review can be conducted in a comprehensive, transparent, and structured manner to explore and synthesize evidence from previous studies related to pricing strategies and service quality with the objective of optimizing customer satisfaction. The PRISMA approach will assist in reporting the process and results of the literature review in a clear and systematic manner (Page et al., 2021).

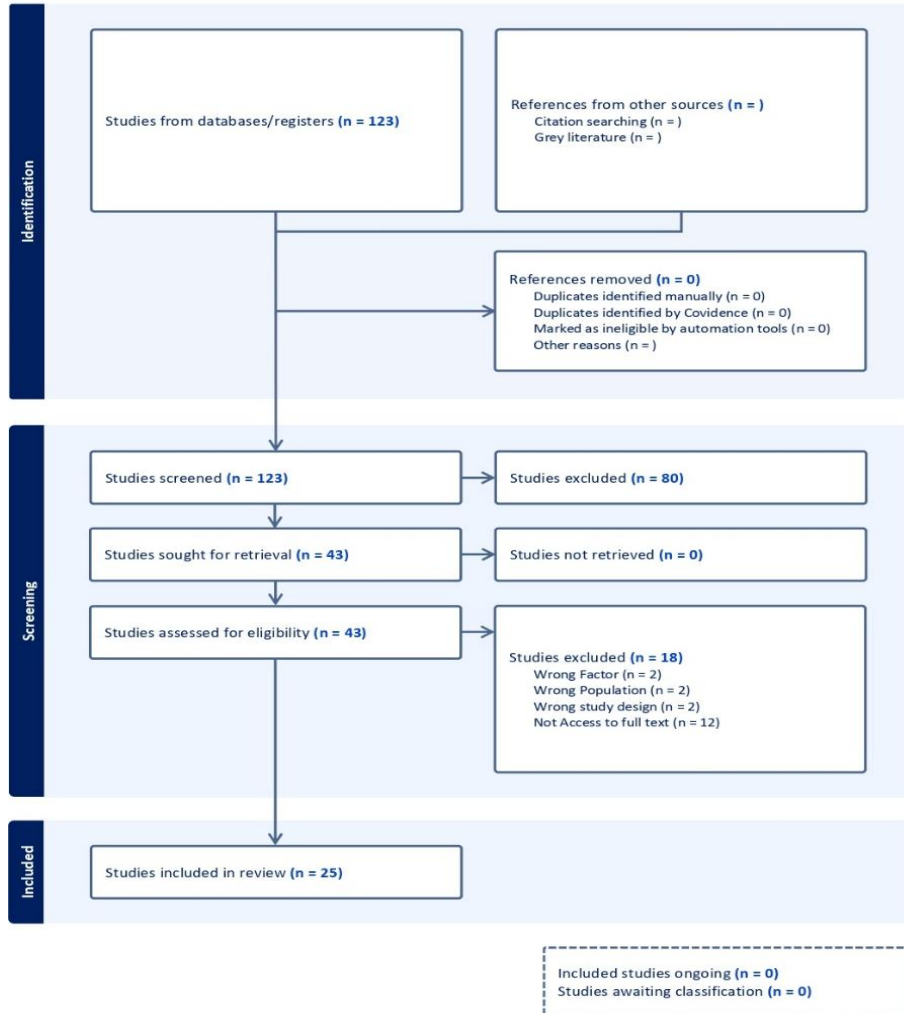
In this study, the reference collection process was conducted using the Covidence tool. In conducting literature searches, researchers utilized the Covidence application, which is integrated with the API key from the Scopus search engine and Google Scholar. The selection of the Scopus search engine was made with the intention of obtaining reputable scientific literature, while the choice of Google Scholar was made with the intention of obtaining more general scientific literature.

The search process yielded a total of 123 articles, comprising 73 articles from Scopus with a publication year range spanning from 2021 to 2024 and 50 articles from Google Scholar with a publication year between 2019 and 2020. The subsequent step is to screen the articles by examining the topics and abstracts that are pertinent to the researcher's interests. The results of this screening process yielded 43 articles that met the requisite criteria. The final step is to review the full text of the 43 articles, resulting in the exclusion of 18 articles. Twelve articles could not be accessed in full text, two articles included irrelevant design studies, two articles addressed different factors, and two articles focused on different populations. Consequently, a total of 25 articles are suitable for discussion.

The results of the literature search conducted using Covidence are presented in the image below:

Figure 1. Output Covidence (Prisma Method)

Pricing Strategy and Service Quality Improvement to Optimize Customer Satisfaction: a systematic literature review



27th November 2024



Source: Author's own work, processed using Covidence

RESULTS AND DISCUSSION

Table: I Prism diagram results

No	Author	Title	Method	Jurnal Rank
1.	(Afthanorhan dkk., 2019)	Assessing the effects of service quality on customer satisfaction	Quantitative, the method of confirmatory factor analysis and structural analysis using Analysis Moment of Structure (AMOS 21.0)	Q2
2.	(Ahmed, 2023)	The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service	Quantitative using partial Least Squares Structural Equation Modeling (PLS-SEM) was used to evaluate the research data with SmartPLS 3.3.3	Q1
3.	(Alzoubi & Inairat, 2020)	Do perceived service value, quality, price fairness and service recovery shape customer	Quantitative	-

No	Author	Title	Method	Jurnal Rank
4.	(Bruin, 2021)	satisfaction and delight? A practical study in the service telecommunication context The interrelationship between internal marketing, employee perceived quality and customer satisfaction—a conventional banking perspective	This study follows a descriptive research design using With the aid of Amos 25.0, a confirmatory factor analysis (CFA)	Q2
5.	(Do, 2023)	Effects of logistics service quality and price fairness on customer repurchase intention: The moderating role of cross-border e-commerce experiences	Used a quantitative survey and IBM AMOS version 21 was used to conduct SEM on the survey data	Q1
6.	(Ferreira-Barbosa, 2022)	Determinants of service quality influencing customer satisfaction in fitness centers: A systematic review	Systematic Review	-
7.	(Fida dkk., 2020)	Impact of service quality on customer loyalty and customer satisfaction in Islamic banks in the Sultanate of Oman	A quantitative research approach was utilized in this study with the well-structured survey questionnaire to test the SERVQUAL model	-
8.	(Gobena, 2019)	The impact of service quality on customer satisfaction: A case study on nekemte municipality, Oromia Region, Ethiopia	Literature Review	-
9.	(Ju dkk., 2019)	Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction	Literature Review	Q1
10.	(Kartikasari & Albari, 2019)	The influence of product quality, service quality and price on customer satisfaction and loyalty	Quantitative using questionnaire as an instrument	-
11.	(Lam, 2023)	Key Factors Shaping Customers' Satisfaction and Reuse Intentions: An Extensive Systematic Review	Systematic Literature Review	Q3
12.	(Myo dkk., 2019)	The impact of service quality on customer loyalty of Myanmar hospitality industry: the mediating role of customer satisfaction	mono-quantitative technique	-
13.	(Ni, 2021)	The Moderating Effect of Review Involvement on the Relationship between Low-Cost Carriers Service Quality and Customer Satisfaction	Systematic Lietratur Review	Q4
14.	(Omir, 2024)	The Impact of Prices and Distribution on Customer Satisfaction in the Pharmaceutical Industry of Kazakhstan	A Mixed Methods	Q4
15.	(Othman dkk., 2019)	The impact of Umrah service quality on customer satisfaction towards Umrah travel agents in Malaysia	Quantitative using questionnaire as an instrument	Q2
16.	(Praja, 2023)	Sustainable Development Strategy of Low-Cost Airlines: Empirical Evidence for Indonesia Based on Analysis of Passenger Loyalty	Quastitative using SPSS	Q1
17.	(Shokouhyar dkk., 2020)	Research on the influence of after-sales service quality factors on customer satisfaction	Quantitative using questionnaire as an instrument	Q1
18.	(Subaebasni dkk., 2019)	Effect of brand image, the quality and price on customer satisfaction and implications for customer loyalty PT Strait Liner Express in Jakarta	Quantitative research methods	-
19.	(Tran & Le, 2020)	Impact of service quality and perceived value on customer satisfaction and behavioral intentions: Evidence from convenience stores in Vietnam	Quantitative research methods	-

No	Author	Title	Method	Jurnal Rank
20.	(Wantara & Tambrin, 2019)	The Effect of price and product quality towards customer satisfaction and customer loyalty on madura batik	Quantitative research methods	-
21.	(Wilfred, 2024)	Study of Service Quality, Price Sensitivity, and Passenger Satidfaction in India's Airline Sector	Quantitative research and a convenience sampling method	Q3
22.	(Wilis & Nurwulandari, 2020)	The effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer	Quantitative approach with a survey method with Structural Equation Modeling (SEM) analysis techniques from the AMOS Version 2	-
23.	(Yaqub dkk., 2019)	Effect of service quality, price fairness, justice with service recovery and relational bonds on customer loyalty: Mediating role of customer satisfaction	Quantitative research methods	-
24.	(Yas, 2022)	Impact of Airline Service Quality on Passenger Satisfaction and Loyalty: Moderating Influence of Price Sensitivity and Quality Seekers	Quantitative approach was adopted by collection of primary data through self-administered survey	Q2
25.	(Yulisetiari & Prahasta, 2019)	The effect of price, service quality, customer value, and brand image on customers satisfaction of telkomsel cellular operators in east Java Indonesia	Quastitative using SPSS	-

Discussion

1. Strategic Integration of Pricing and Service Quality

A unified approach that optimizes both pricing and service quality is more effective than focusing on either aspect in isolation. For example, companies employing a value-based pricing model while ensuring high service quality tend to build strong customer trust and loyalty, as seen in the telecommunications and hospitality sectors.

2. Trade-offs in Implementation

Companies often face a dilemma: maintaining low prices may lead to cost constraints that reduce service quality. Conversely, high service quality can justify premium pricing but risks alienating price-sensitive customers. The literature suggests that segmentation offering tiered services and pricing can help balance these trade-offs.

3. Role of Industry and Cultural Context

Variations across industries and cultural contexts shape customer expectations of pricing and service. For instance, in emerging markets, price sensitivity is higher, whereas in developed economies, service quality plays a more dominant role in customer satisfaction.

4. Future Trends and Innovations

The adoption of dynamic pricing algorithms and AI-driven service personalization holds potential for optimizing satisfaction in real-time, especially in digital and hybrid business models.

CONCLUSION

This study highlights the critical interplay between pricing strategies and service quality in optimizing customer satisfaction. Through a systematic literature review of 25 studies, it is evident that effective pricing strategies and superior service quality

serve as foundational pillars for achieving and sustaining high levels of customer satisfaction and loyalty, Key findings reveal that:

1. Pricing Strategies: Aligning pricing with perceived value and adopting dynamic, fair, or promotional pricing approaches positively influence customer satisfaction, particularly in competitive and price-sensitive markets.
2. Service Quality: High service quality, as characterized by the SERVQUAL dimensions (reliability, responsiveness, empathy, assurance, and tangibles), is essential to exceed customer expectations and foster loyalty.
3. Interdependence: A balanced integration of pricing strategies and service quality enhances perceived value, justifying pricing decisions and mitigating the risk of customer dissatisfaction.

The results underscore that businesses must navigate the trade-offs between maintaining competitive pricing and ensuring superior service quality. While competitive pricing attracts customers, consistent service excellence retains them, creating long-term value. Furthermore, industry-specific and cultural considerations are crucial in tailoring these strategies effectively.

In conclusion, organizations aiming to optimize customer satisfaction should adopt a synergistic approach that aligns dynamic pricing models with unwavering service quality. Future research should explore the integration of advanced technologies, such as AI-driven pricing algorithms and service personalization tools, to adapt to evolving market demands and customer expectations. These insights provide a strategic roadmap for businesses to enhance competitiveness and achieve sustainable growth in diverse and dynamic markets.

Reference

- Afthanorhan, A., Awang, Z., Rashid, N., & ... (2019). Assessing the effects of service quality on customer satisfaction. *Management ...*, Query date: 2024-11-27 16:54:36. <http://m.growingscience.com/beta/msl/2983-assessing-the-effects-of-service-quality-on-customer-satisfaction.html>
- Ahmed, S. (2023). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *TQM Journal*, 35(2), 519–539. <https://doi.org/10.1108/TQM-06-2021-0158>
- Alzoubi, H., & Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication *Uncertain supply chain ...*, Query date: 2024-11-27 16:54:36. <https://research.skylineuniversity.ac.ae/id/eprint/8/>
- Bruin, L. de. (2021). The interrelationship between internal marketing, employee perceived quality and customer satisfaction—a conventional banking perspective. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1872887>
- Do, Q. H. (2023). Effects of logistics service quality and price fairness on customer repurchase intention: The moderating role of cross-border e-commerce experiences. *Journal of Retailing and Consumer Services*, 70(Query date: 2024-11-27 16:14:17). <https://doi.org/10.1016/j.jretconser.2022.103165>
- Ferreira-Barbosa, H. (2022). Determinants of service quality influencing customer satisfaction in fitness centers: A systematic review. *European Journal of Human Movement*, 49(Query date: 2024-11-27 16:14:17), 29–45. <https://doi.org/10.21134/eurjhm.2022.49.3>

- Fida, B., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of service quality on customer loyalty and customer satisfaction in Islamic banks in the Sultanate of Oman. *Sage Open*, Query date: 2024-11-27 16:54:36. <https://doi.org/10.1177/2158244020919517>
- Gobena, A. (2019). The impact of service quality on customer satisfaction: A case study on nekemte municipality, Oromia Region, Ethiopia. *Annals of Social Sciences & Management studies*, Query date: 2024-11-27 16:54:36. <https://www.academia.edu/download/90416375/ASM.MS.ID.555629.pdf>
- Ju, Y., Back, K., Choi, Y., & Lee, J. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International Journal of Hospitality ...*, Query date: 2024-11-27 16:54:36. <https://www.sciencedirect.com/science/article/pii/S027843191730909X>
- Kartikasari, A., & Albari, A. (2019). The influence of product quality, service quality and price on customer satisfaction and loyalty. *Asian Journal of Entrepreneurship ...*, Query date: 2024-11-27 16:54:36. <http://perwiraindonesia.com/ajefb/index.php/jurnalAJEFB/article/view/36>
- Lam, T. N. (2023). Key Factors Shaping Customers' Satisfaction and Reuse Intentions: An Extensive Systematic Review. *TEM Journal*, 12(4), 2123–2136. <https://doi.org/10.18421/TEM124-23>
- Myo, Y., Khalifa, G., & Aye, T. (2019). The impact of service quality on customer loyalty of Myanmar hospitality industry: The mediating role of customer satisfaction. *International Journal of ...*, Query date: 2024-11-27 16:54:36. https://www.researchgate.net/profile/Gamal-Khalifa-2/publication/335134584_The_Impact_of_Service_Quality_on_Customer_Loyalty_of_Myanmar_Hospitality_Industry_The_Mediating_Role_of_Customer_Satisfaction/links/5d52132d4585153e595065cd/The-Impact-of-Service-Quality-on-Customer-Loyalty-of-Myanmar-Hospitality-Industry-The-Mediating-Role-of-Customer-Satisfaction.pdf
- Ni, J. J. (2021). The Moderating Effect of Review Involvement on the Relationship between Low-Cost Carriers Service Quality and Customer Satisfaction. *NTU Management Review*, 31(1), 1–34. [https://doi.org/10.6226/NTUMR.202104_31\(1\).0001](https://doi.org/10.6226/NTUMR.202104_31(1).0001)
- Omir, A. (2024). The Impact of Prices and Distribution on Customer Satisfaction in the Pharmaceutical Industry of Kazakhstan. *Journal of Distribution Science*, 22(7), 83–94. <https://doi.org/10.15722/jds.22.07.2024.07.83>
- Othman, B., Harun, A., Rashid, W., & ... (2019). The impact of Umrah service quality on customer satisfaction towards Umrah travel agents in Malaysia. *Management Science ...*, Query date: 2024-11-27 16:54:36. <http://growingscience.com/beta/msl/3286-the-impact-of-umrah-service-quality-on-customer-satisfaction-towards-umrah-travel-agents-in-malaysia.html>
- Praja, A. K. A. (2023). Sustainable Development Strategy of Low-Cost Airlines: Empirical Evidence for Indonesia Based on Analysis of Passenger Loyalty. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032093>
- Shokouhyar, S., Shokoohyar, S., & Safari, S. (2020). Research on the influence of after-sales service quality factors on customer satisfaction. *Journal of Retailing and Consumer ...*, Query date: 2024-11-27 16:54:36. <https://www.sciencedirect.com/science/article/pii/S0969698919313311>

- Subaebasni, S., Risnawaty, H., & ... (2019). Effect of brand image, the quality and price on customer satisfaction and implications for customer loyalty PT Strait Liner Express in Jakarta. *International review of ...*, Query date: 2024-11-27 16:54:36.
<https://search.proquest.com/openview/c0704c4b3f9948e2f1b192e184227dc7/1?pq-origsite=gscholar&cbl=816339>
- Tran, V., & Le, N. (2020). Impact of service quality and perceived value on customer satisfaction and behavioral intentions: Evidence from convenience stores in Vietnam. *The Journal of Asian Finance, Economics and ...*, Query date: 2024-11-27 16:54:36. <https://koreascience.kr/article/JAKO202026061031378.page>
- Wantara, P., & Tambrin, M. (2019). The Effect of price and product quality towards customer satisfaction and customer loyalty on madura batik. *International Tourism and Hospitality ...*, Query date: 2024-11-27 16:54:36. <https://rpajournals.com/wp-content/uploads/2019/02/ITHJ-2019-01-14.pdf>
- Wilfred, V. (2024). STUDY OF SERVICE QUALITY, PRICE SENSITIVITY, AND PASSENGER SATISFACTION IN INDIA'S AIRLINE SECTOR. *Innovative Marketing*, 20(3), 182–192. [https://doi.org/10.21511/im.20\(3\).2024.15](https://doi.org/10.21511/im.20(3).2024.15)
- Willis, R., & Nurwulandari, A. (2020). The effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer. *Jurnal Ilmiah Manajemen, Ekonomi ...*, Query date: 2024-11-27 16:54:36.
<http://journal.stiemb.ac.id/index.php/mea/article/view/609>
- Yaqub, R., 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 ...*, Query date: 2024-11-27 16:54:36.
<https://www.econstor.eu/handle/10419/196187>
- Yas, H. (2022). IMPACT OF AIRLINE SERVICE QUALITY ON PASSENGER SATISFACTION AND LOYALTY: MODERATING INFLUENCE OF PRICE SENSITIVITY AND QUALITY SEEKERS. *Transformations in Business and Economics*, 21(3), 120–150.
- Yulisetiarni, D., & Prahasta, Y. (2019). *The effect of price, service quality, customer value, and brand image on customers satisfaction of telkomsel cellular operators in east Java Indonesia*. repository.unej.ac.id.
<https://repository.unej.ac.id/handle/123456789/89831>