

ABSTRACT

The existence of strict developments in the culinary industry is a challenge for culinary business people. Intense competition requires business people to develop the right strategy in order to compete with other competitors. Implementing a strategy in a business is very important, especially a marketing strategy to maintain the company's business. Pizza Hut implements its strategy to win the competition through price fairness and satisfaction provided to its customers so that customers become loyal with price fairness and satisfaction provided by Pizza Hut, because if customers are loyal, then customers will not move to other pizza companies. This has the potential to influence the intention to revisit customers who have visited Pizza Hut in order to revisit it in the future and have an impact on customer loyalty.

This study aims to investigate the Effect of Price Fairness and Satisfaction on Customer Loyalty mediated by Revisit Intentions at Pizza Hut in Bandung.

The research method used is quantitative with causal purposes. This study used a non-probability sampling technique with a purposive sampling type of at least 200 customer respondents who had visited a Pizza Hut restaurant in Bandung. The data collection technique used was distributing questionnaires by providing an assessment of the 14 statement items. Data analysis techniques in this study used Partial Least Squares-Structural Equation Modeling (PLS-SEM) and data processing was carried out through SmartPLS 3.2.9 software.

Based on the results of data analysis, it is concluded that price fairness has a positive and significant effect on the intention to revisit. Price fairness has a positive and significant effect on customer loyalty. Satisfaction has a positive and significant effect on the intention to revisit. Satisfaction has no positive and significant effect on customer loyalty. The intention to revisit Pizza Hut restaurant customers in Bandung has a positive and significant effect on customer loyalty. Revisit intention of Pizza Hut restaurant customers in Bandung has a positive and significant effect in mediating the effect of price fairness on customer loyalty. The intention to revisit Pizza Hut restaurant customers in Bandung has a positive and significant effect in mediating the effect of satisfaction on customer loyalty.

The suggestions from this study are that Pizza Hut restaurants in Bandung are suggested to be able to provide and maintain price fairness, satisfaction, and intention to revisit customers to increase customer loyalty.

Keywords: *Price fairness, Satisfaction, Customer loyalty, Revisit intention.*