Factors Affecting Customer Loyalty: An Empirical Evidence from the Toll Road Industry in Indonesia

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ABSTRACT

Toll road rest areas are one of the main pillars of the toll road industry, and higher interest in buying at toll road rest areas is one of the keys to their financial success. The research aimed to identify and analyze the relationship between revisit intention and customer loyalty, as well as perceived price fairness, perceived satisfaction, and service quality. These variables were believed to be the main drivers for toll road users to make purchases at toll road rest areas. A statistical analysis approach was used with the Partial Least Square-Structural Equation Modelling (PLS-SEM) method for 573 respondents. They were consumers of the Trans Java toll road rest area. The survey was conducted directly on customers of the Trans Java toll road rest area at 15 locations. The results show that perceived price justice and satisfaction positively and significantly impact revisit intention. Then, revisit intention has a positive and significant impact on customer loyalty. Service quality has a positive and significant impact on perceived satisfaction and customer loyalty. The findings show that service quality, which is most strongly influenced by assurance, responsiveness, and empathy, is the main factor influencing customer loyalty. Based on the research results, the practical application is how managers can improve service quality, perceived price justice, and perceived satisfaction for price-sensitive consumers, who also tend to be sensitive to the service quality they get.

Keywords: customer loyalty, toll road industry, perceived price justice, perceived satisfaction, service quality, revisit intention

INTRODUCTION

The number of people using airplanes to travel between cities on Java Island in Indonesia has decreased since the construction of the Trans Java toll road (Irawan et al., 2020). Toll road infrastructure also has an impact on changing people's travel behavior (Andani et al., 2021), as well as increasing trade and investment activities in the areas it passes through (Ardiyono et al., 2018). Hence, the construction of these toll road sections has resulted in an increase in the number of services available on toll roads, such as rest areas, whose service levels are regulated separately through regulations issued by the Indonesian government. By July 10th, 2020, Indonesia had 1,820 kilometers of toll roads built, mostly in Java but also in Sumatra and Kalimantan (Andani et al., 2021).

Business optimization in toll road rest areas is one of the most effective ways managers can improve the company's performance due to the heavy investment and long payback period of high-end highways that strain the company's financial resources (Truong et al., 2020). Long payback periods can be a burden on a company's financial resources, especially on newly completed toll roads. Traffic volumes take time to grow, along with changes in people's travel patterns and the development of road networks along toll road corridors. Returning and loyal toll road users are really needed to ensure the sustainability of the toll road company's business.

The absence of studies on consumer behavior in toll road rest areas prompts the research mainly because of the impact on business opportunities that can be explored further and the importance of

consumer loyalty for the company's business health. The research is the first to discuss consumer behavior in toll road rest areas in Indonesia.

Customer loyalty through customers' desire to come back and make repeat purchases in the future often shows the strength of a company's business (Chou et al., 2023; Ji & Prentice, 2021; Rashid et al., 2020; Tarkang et al., 2023). In industries related to tourism, such as the hotel and restaurant industry, customer loyalty is strongly influenced by perceptions of satisfaction, price fairness, and service quality received by customers (Cakici et al., 2019; Tarkang et al., 2023). Likewise, the customer's desire to return is strongly influenced by the perception of satisfaction and service quality (Park et al., 2019; Rashid et al., 2020). From a more distant perspective, it is revealed that the customer's desire to return also increases customer loyalty (Tajeddini et al., 2022; Wasaya et al., 2022). Furthermore, customer satisfaction and service quality obtained by customers affect their loyalty to products or services obtained from companies (Ji & Prentice, 2021; Prentice et al., 2023).

Many studies on consumer loyalty have been undertaken, particularly in the tourism, hotel, and restaurant industries. These studies show the significant impact of perceived price fairness, perceived satisfaction with service quality, and revisit intention (Cakici et al., 2019; Ji & Prentice, 2021; Park et al., 2019; Prentice et al., 2023; Tajeddini et al., 2022; Tarkang et al., 2023; Wasaya et al., 2022). These studies can be used as a reference for the study on the toll road industry in Indonesia. In contrast to the research, aspects of price and service quality, which are customer-perceived values, do not directly affect customer loyalty (El-Adly, 2019). Based on the results of previous studies, the factors that influence customer loyalty have an inconsistent relationship.

With the compatibility between customer desires and the perception of the fairness of the price of a product, consumers tend to issue a positive attitude, and the potential to purchase the product will be higher. In addition, the price of a product is often associated with the quality of a product, so the price tends to be perceived as an indicator of the quality of the product (Mori, 2021). Based on consumer perceptions of price fairness, consumers tend to think that products marketed have value and increase consumers' return visits and chances of purchasing decisions (Cakici et al., 2019). Hence, the first hypothesis is formulated.

H1: Perceived price justice has a positive impact on revisit intention.

The higher the customer's intention to return is, the higher the level of customer satisfaction is obtained (Gibson et al., 2022; Tajeddini et al., 2022). The major factors influencing the customer's preference to return and creating positive Word-of-Mouth (WOM) are customer satisfaction and service quality for the company's goods or services (Gibson et al., 2022; Jeaheng et al., 2020). Because WOM is obtained from

other people known to customers, information through WOM tends to be more trustworthy than messages conveyed through others and more formal marketing distribution channels (Solomon, 2016). So, the second hypothesis is formulated.

H2: Perceived satisfaction has a positive impact on revisit intention.

Consumers tend to look for benefit packages that can be obtained in various ways. They also have subjective perspectives regarding price discounts, service quality obtained, price perspective, product quality, perceived value, and customer satisfaction (Tarkang et al., 2023). Therefore, it is crucial for business management to comprehend its clients and cultivate enduring relationships with them (Hanaysha & Al-Shaikh, 2022; Li & Xu, 2022). Relationships with customers that lead to customer loyalty can be built based on customer perceptions of product prices, forms of communication with customers, and customer satisfaction with the products or services obtained (Brandano et al., 2019; Cakici et al., 2019; Tajeddini et al., 2022). So, the third hypothesis is as follows.

H3: Perceived price justice has a positive impact on customer loyalty.

Customer satisfaction can be quantified when a customer acquires a specific product or service. It will play an essential influence on future consumer behavior. Expectation Confirmation theory refers to the comparison of pre-purchase expectations and post-purchase values (Liu & Kao, 2022). The higher the customer satisfaction is, the customer loyalty to the products or services offered by the company will tend to increase (El-Adly, 2019; Jeaheng et al., 2020; Ji & Prentice, 2021; Suhartanto et al., 2020, 2021; Wasaya et al., 2022). So, fourth hypothesis is formulated.

H4: Perceived satisfaction has a positive impact on customer loyalty.

Consumer satisfaction with a product does not always trigger a consumer's desire to return in certain situations. Even though customers are satisfied with the goods or services they receive, their low opinion of price fairness may have a detrimental impact on the frequency of their future visits, especially if they are lower-class customers (Lee & Winterich, 2022). Customer loyalty is more positively impacted by a product or service quality than its pricing (Yang et al., 2022). However, consumers' perceptions of price fairness have an impact on purchasing decisions, triggering a high level of revisit intention that leads to consumer loyalty (Cakici et al., 2019). Hence, the fifth and sixth hypotheses are as following.

H5: The impact of perceived price justice on customer loyalty is mediated by revisit intention.

H6: The impact of perceived satisfaction on customer loyalty is mediated by revisit intention.

Loyal consumers tend to make repeat purchases and buy more than the product line provided by the company (Kotler & Armstrong, 2012). Repeat purchases occur because consumers tend to be satisfied with the products they get and the perception regarding fairness of product prices compared to products offered by competitors (Shahzad et al., 2021). Then, opportunities for repeated purchases are triggered by the high return of consumers to repurchase the product they want. Thus, consumers experience satisfaction (Cakici et al., 2019; Gibson et al., 2022; Tajeddini et al., 2022). So, the seventh hypothesis is formulated.

H7: Revisit intention has a positive impact on customer loyalty.

Previous research proposed that service quality is one of the attributes that determine customer engagement with the products or services offered by the company (Gibson et al., 2022; Jeaheng et al., 2020; Prentice et al., 2019). Service quality is the provision of services that meet or exceed consumer expectations. The level of service expected by consumers must be compared with their perceptions of service to determine customer satisfaction with the quality of service provided (Yang & Chao, 2017). Service quality is the main key that has a positive influence on consumer satisfaction and consumer engagement, which leads to customer loyalty (Jeaheng et al., 2020; Prentice et al., 2019; Shen & Yahya, 2021; Yang & Chao, 2017). The last two hypotheses are as follows.

H8: Service quality has a positive effect on perceived satisfaction.

H9: Service quality has a positive effect on customer loyalty.

The research is the first to discuss consumer behavior in the toll roads industry in Indonesia. To add to the weight of the research, boosting service quality tends to necessitate a large number of resources, which must be managed efficiently to remain efficient. The high traffic of toll road consumers can make the commercial aspect of the rest area have a high potential for business opportunities.

The research makes significant contributions to the body of literature. To measure consumer perceptions of service quality, which are further separated into five dimensions: tangibles, reliability, responsiveness, assurance, and empathy, with study coverage in the subject of transportation, it is first necessary to continue the ideas of Parasuraman et al.

**tangibles, reliability, responsiveness, assurance, and empathy
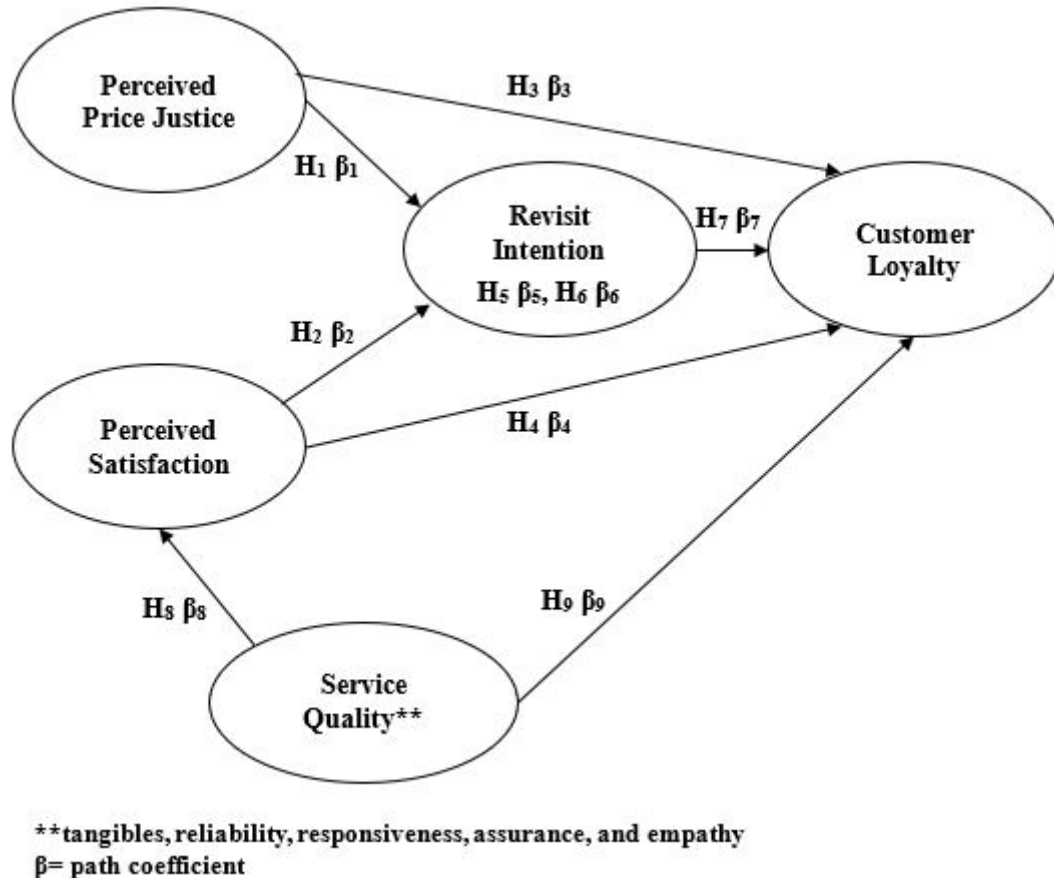β= path coefficient

Figure 1 Research Model

(1988) regarding service quality (Parasuraman et al., 1988; Prentice et al., 2019; Shen & Yahya, 2021; Uzir et al., 2021; Yang & Chao, 2017) as factors influencing customer loyalty. Although the results of previous studies reveal relatively similar findings, the research includes customer intention to return as a relatively new mediating variable. Next, the research also analyzes perceptions of price fairness and customer satisfaction, affecting customer desire to come back. Then, it positively influences customer loyalty, which is consistent with the literature used (Cakici et al., 2019). It leads to the research framework used, as shown in Figure 1. The research uses primary data taken directly from customers at 15 locations of the Trans Java toll road rest areas spread across three provinces on Java Island to obtain various customer views on the products and services. Finally, the demographic data can also provide an overview of the psychographic segmentation of customers at the Trans Java toll road rest area in Indonesia.

METHODS

The research applies a quantitative approach. The questionnaire is designed based on a literature review and an assessment of numerous aspects of consumer behavior in the Trans Java toll road rest area. The questionnaire consists of three parts. The first part is a survey with questions related to the desired respondent criteria so that the survey results are in accordance with the research objectives. The second part has key questions, consisting of 30 questions, each of which is a proxy for the variable research. The third part is a demographic survey that aims to get a general description of respondents and includes questions about domicile, gender, age, education, occupation, amount of monthly expenses, frequency of visits, types of trips, and other information related to the research. Respondents' responses to the key questions are graded on a six-point Likert-type scale ranging from 1 (strongly disagree) to 6 (strongly agree).

The survey for the research was conducted in March 2023 during the month of Ramadan, where many consumers tend to spend more time in rest areas to eat and drink when breaking their fast due to Indonesia's predominantly Muslim population. The survey officer has conducted a direct and random survey of respondents in the rest area. A total of 637 responses are collected, but 64 responses are incomplete. So, the remaining 573 responses are processed using the SmartPLS ver. 3.29 software.

Then, the research hypothesis is tested using the Partial Least Squares (PLS) approach with the Structural Equation Model (SEM) statistical analysis method. Convergent and discriminant validity approaches are used to determine the validity of measuring instruments. Additionally, according to Hair et al. (2014), the value of Cronbach's alpha and composite reliability required to assess the reliability of measuring instruments is greater or equal to 0.7.

The relationship between constructs refers to previous research conducted by Cakici et al. (2019) and Yang and Chao (2017). Customer satisfaction, perceived price fairness, and revisit intention are key determinants of customer satisfaction (Brandano et al., 2019; Ji & Prentice, 2021; Tajeddini et al., 2022; Wasaya et al., 2022). In addition, another element that determines customer loyalty is service quality (Jeaheng et al., 2020; Prentice et al., 2019; Shen & Yahya, 2021; Yang & Chao, 2017). Service quality is another aspect that promotes consumer satisfaction and leads to customer loyalty (Brandano et al., 2019; Ji & Prentice, 2021; Shahzad et al., 2021).

RESULTS AND DISCUSSIONS

Demographics data in Table 1 (see Appendices) show that out of 573 respondents' answers, about 97.21% respondents live on the island of Java, with 77.49% male and 22.51% female. The age range of respondents is dominated by the Gen Z and Millennial groups, which are 30.72% and 26.88%, respectively. As many as 42.93% are high school graduates, and 37.35% have a university degree. Most of the respondents' professions are employees of private companies, as much as 43.46%, with an average monthly expenditure demographic dominated by < IDR 5,000,000 per month. Based on the expenditure data, most of the respondents belong to the category of price-sensitive groups.

The results of testing the measurement model demonstrate that the model is valid with an AVE value > 0.5. Then, the reliability is stated to be good if the composite reliability value is ≥ 0.70 (Hair et al., 2014). The results of the PLS-SEM analysis in Table 2 (see Appendices) show that all parameter values required for model validity and reliability have been obtained.

Furthermore, path analysis is carried out on the measurement model for the respondents' answers to conclude that the analysis results support the entire hypothesis. Seven hypotheses show a significant positive relationship, while two hypotheses reveal a positive but insignificant relationship. Path analysis results, as demonstrated in Figure 2, show that perceived price justice has a positive and significant relationship to revisit intention with a path coefficient value of 0.135 (T-value = 2.970, P < 0.05). It shows that price reasonableness is one of the considerations for consumers to come and visit toll road facilities. Perceived satisfaction also shows a positive and significant effect on revisit intention (T-value = 12.735, P < 0.05). However, perceived price justice and perceived satisfaction have a positive and insignificant effect on customer loyalty (T-value = 0.838, P ≥ 0.05 and T-value = 1.556, P ≥ 0.05). Through revisit intention, perceived pricing fairness and satisfaction have a good and substantial effect on customer loyalty (T-value = 2.921, P < 0.05 and T-value = 7.776, P < 0.05). Next, customer loyalty is positively influenced by revisit intention (T-value = 10.617, P < 0.05), and

β₁ = 0.135
T₁ = 2.970

$\beta_1 = 0.135$
$T_1 = 2.970$

$\beta_3 = 0.032$
$T_3 = 0.838$

$\beta_5 = 0.082$
$T_5 = 2.921$

$\beta_7 = 0.608$
$T_7 = 10.617$

$\beta_2 = 0.612$
$T_2 = 12.735$

$\beta_6 = 0.372$
$T_6 = 7.776$

$\beta_4 = 0.077$
$T_4 = 1.556$

$\beta_8 = 0.681$
$T_8 = 20.858$

$\beta_9 = 0.213$
$T_9 = 3.965$

**tangibles, reliability, responsiveness, assurance, and empathy
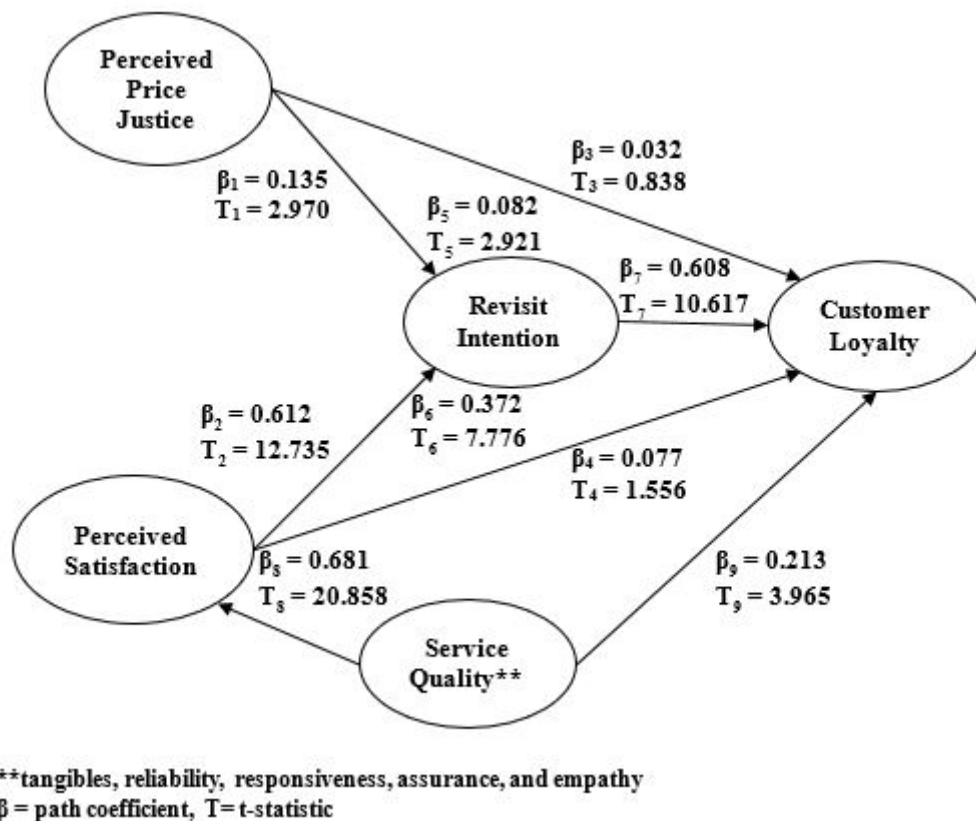β = path coefficient, T = t-statistic

Figure 2 PLS-SEM Analysis Results

service quality has a positive and significant effect on perceived satisfaction and customer loyalty (T-value = 20.858, P < 0.05 and T-value = 3.965, P < 0.05).

Figure 2 illustrates that the overarching premise of the research is validated by the findings. The direct effect of perceived price fairness and perceived satisfaction on customer loyalty is positive but insignificant. However, perceived price justice and perceived satisfaction have a positive and significant impact on customer loyalty through revisit intention. This result illustrates that perceived price justice and satisfaction in the research are not the main factors influencing customer loyalty, although they have a positive influence.

Table 3 (see Appendices) shows that the R-Square coefficient for perceived satisfaction is 0.464, indicating that the endogenous construct level of prediction is moderate. It demonstrates that service quality, which accounts for 46.4% of the perceived satisfaction, can be explained by variables other than service quality, which accounts for the remaining 53.6%. Then, revisit intention has an R-square coefficient of 0.515. It suggests that the endogenous constructions on revisit intention may be moderately explained by the exogenous constructs linked to these variables. According to the R-square coefficient value, perceived price justice and perceived customer satisfaction have a 51.5% impact on revisit intention, with other factors accounting for the remaining 48.5%. The customer loyalty's R-square value is 0.768

(strong). This value demonstrates that the exogenous constructs, which are perceived price justice, perceived satisfaction, revisit intention, and service quality, can account for the endogenous construct of customer loyalty, about 76.8%. However, other factors unrelated to the research can explain the remaining 23.2%.

Table 4 (see Appendices) displays the findings of the F-square test. According to the research findings, the characteristics that drive customer loyalty are perceived price fairness, perceived satisfaction, revisit intention, and service quality obtained by consumers. However, perceived price justice and perceived customer satisfaction have no direct relationship. This result is possible because the amount of pricing justice and satisfaction with the product are not the primary variables influencing a customer's loyalty.

Perceived price justice and perceived satisfaction have a large favorable effect on consumer revisit intention. It has a positive and considerable influence on customer loyalty (Tajeddini et al., 2022; Wasaya et al., 2022). Customer loyalty is one of the variables in consumer behavior that tends to attract much attention, especially the role of customer loyalty in increasing company profits. Loyal customers tend to come back and make repeated purchases of the products they want (Gibson et al., 2022). In addition, repeat purchases from loyal customers are an indicator in assessing a company's business prospects (Chou et al., 2023; Ji & Prentice, 2021; Rashid et al., 2020; Tarkang et al., 2023).

The predictive relevance (Q-square) test results are shown in Table 5 (see Appendices). It reveals that all endogenous constructs have substantial relevance to their exogenous constructs with a q-square value greater than 0.35. It implies that the accuracy of the path model employed for predicting the values of the original data, as reported by Hair et al. (2014), is highly significant.

Table 6 (see Appendices) indicates that all the study's hypotheses are accepted. The direct effect of perceived price justice and perceived satisfaction on customer loyalty shows a positive but not significant relationship. However, when perceived price justice and customer loyalty are mediated by revisit intention, the relationship shows an indirect positive and significant influence. There are limited choices for toll road users who are rest area customers to go to the desired rest area. Rest area consumers who plan their trips tend to choose certain rest areas to fulfill their needs, such as refueling, going to the toilet, praying, or eating and drinking at rest areas. On the contrary, rest area consumers who do not plan their trips tend not to choose certain rest areas to satisfy their needs. Tables 7 and 8 in the Appendices show the research questions and respondents' answer index, respectively, to further clarify.

The research results also show that revisit intention has a positive and significant relationship with customer loyalty. These results tend to follow several previous studies that have been conducted. It shows that rest area consumers who intend to return are loyal customers (Tajeddini et al., 2022; Wasaya et al., 2022). In the research, the revisit intention is influenced by perceived price fairness and perceived satisfaction. Rest area consumers, most of whom are price-sensitive, tend to compare product prices in rest areas with prices of the same products in other places. Consumers tend to return if the price compensated for getting a product is reasonable. In addition, the perception of satisfaction that is driven by service quality also raises the intention of rest area consumers to come back in the future.

The research findings reveal that service quality is the most important component influencing customer loyalty. Managers must be able to serve their consumers with high-quality service. Furthermore, based on the findings of the analysis, it is discovered that the five service quality measures used in the research all have a favorable influence on customer loyalty. However, the aspects of empathy, responsiveness, and assurance have the biggest influence. It demonstrates that consumer loyalty to the Trans Java toll road rest area is acquired by intangible factors such as officers' capacity to pay attention to or care for consumers and their immediate actions in delivering positive replies that occur quickly. In general, rest area managers must also find specific ways to improve intangible aspects of service quality. The demographic data in Table 1 (see Appendices) shows that consumers of toll road rest areas tend to have an adequate level of education. Then, customers with adequate levels of education tend to be sensitive to the quality of service they receive (Kanduri & Radha, 2023)

The research also shows that customers' desire to return is an important factor in building customer loyalty with the main factor of driving revisit intention being customer satisfaction. Satisfied customers will encourage the desire to revisit and increase the possibility of making repeated purchases, which, in the end, will cause these customers to become loyal customers. In the research, the driving factor of perceived satisfaction is the service quality that customers get from the Trans Java toll road rest area.

CONCLUSIONS

The research observes factors that influence customer loyalty to 15 rest areas of the Trans Java toll road in Indonesia. The analysis of research results demonstrates that all the hypotheses are accepted. The results indicate that perceived price justice and satisfaction have a positive and significant effect on revisit intention. However, these two variables affect customer loyalty in a positive but insignificant way. This relationship has a positive and significant effect when the revisit intention variable acts as a mediating variable. Thus, to gain customer loyalty from rest area customers on the Trans Java toll road, the manager must be able to increase the customer's desire to return by applying fair prices and increasing customer satisfaction. The results also prove a positive and significant effect of revisit intention and service quality on customer loyalty. Then, service quality is also proven to have a positive and significant effect on customer satisfaction perceptions.

Based on the research results, the practical application is how managers can improve service quality, perceived fair prices, and perceived customer satisfaction for price-sensitive consumers. Rest area managers must be able to ensure that all officers in the rest area, such as rest area waiters, security officers, cleaners, and other personnel who have direct contact with customers, to increase concern for customers, respond to customers complaints or needs quickly and positively, have good knowledge about service in a rest area, and communicate well about things that customers may need. Then, managers must be able to guarantee that every transaction in the rest area has precise transaction evidence. The information about the items' components, expiration date, and safety must be sufficient for the quality of goods offered in rest areas. Additionally, managers must give customers a greater sense of security, for instance, by installing CCTV and staffing the area with enough security guards.

Furthermore, managers must also be able to give customers enough information about the prices of the goods they can purchase there, such as by showing the prices on the product packaging and the menu for food and drinks, and others. However, price surveys need to be done regularly. Sanctions, ranging from a warning to closing the business, may be applied to tenants who

sell their goods for more than is reasonable.

The research findings provide insight for toll road business players, including policymakers and other stakeholders, such as rest area managers and toll road rest area tenants, which are dominated by small and medium businesses. The high level of toll road user occupancy in rest areas, characterized by high customer loyalty and the desire of customers to return, can encourage potential purchases by toll road consumers, which in turn can encourage the growth of the toll road business. The information obtained in the research can help develop the toll road rest area business, apart from providing a service to toll road users only.

Nevertheless, the research is limited to rest areas on toll roads in Indonesia. The research results may be used to examine consumer behavior in greater depth. The research also opens opportunities for further research to find out the optimum level of the research model. For example, future research can survey when the level of visits (occupancy rate) to rest areas reaches its peak, such as at homecoming during Eid Al-Fitr celebrations.

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APPENDICES

Table 1 Demographic Data of the Respondents

Demographics	Category	Freq.	%
Origins	Greater Jakarta	272	47.47
	Outside Greater Jakarta	285	49.74
	Outside Java Island	16	2.79
Age	17−26	176	30.72
	27−35	154	26.88
	36−45	153	26.70
	> 45	90	15.70
Gender	Male	444	77.49
	Female	129	22.51
Education	Highschool	246	42.93
	Undergraduate degree	214	37.35
	Postgraduate degree	64	11.17
	Doctoral degree	4	0.70
	Others	45	7.85
Monthly Expenses	< IDR 5 million	279	48.69
	IDR 5−10 million	171	29.84
	IDR 10−20 million	66	11.52
	> IDR 20 million	57	9.95
Profession	Government employee	137	23.91
	Private employee	249	43.46
	Entrepreneur	76	13.26
	Students/college	83	14.49
	Housewife	21	3.66
	Others	7	1.22

Table 2 The Results of Validity and Reliability

Construct	Indicator	Mean	Outer Loading	Error	Cronbach's Alpha	Construct Reliability	Average Variance Extracted
Perceived Price Justice	PJ1	4.21	0.919	1.45			
	PJ2	3.61	0.856	1.65	0.883	0.927	0.810
	PJ3	4.37	0.923	1.31			
Perceived Satisfaction	PS1	4.54	0.925	1.29			
	PS2	4.55	0.957	1.24	0.938	0.960	0.890
	PS3	4.57	0.947	1.23			
Revisit Intention	RI1	4.99	0.854	1.12			
	RI2	4.90	0.908	1.11			
	RI3	5.04	0.880	1.15	0.924	0.943	0.768
	RI4	4.90	0.904	1.11			
	RI5	4.63	0.835	1.25			
Customer Loyalty	CL1	4.99	0.900	1.11			
	CL2	4.92	0.896	1.17	0.922	0.944	0.810
	CL3	4.80	0.921	1.21			
	CL4	4.69	0.882	1.22			
Tangibles	SQT1	4.68	0.894	1.23			
	SQT2	4.75	0.908	1.23	0.954	0.919	0.790
	SQT3	4.78	0.864	1.19			
Reliability	SQR1	4.66	0.901	1.21			
	SQR2	4.71	0.870	1.17	0.860	0.915	0.782
	SQR3	4.86	0.881	1.15			
Responsiveness	SRS1	5.05	0.939	1.14			
	SRS2	5.00	0.956	1.07	0.942	0.963	0.896
	SRS3	4.67	0.946	1.20			
Assurance	SQA1	4.99	0.952	1.07			
	SQA2	4.61	0.961	1.27	0.954	0.970	0.916
	SQA3	4.68	0.958	1.18			
Empathy	SQE1	4.94	0.954	1.11			
	SQE2	4.85	0.958	1.11	0.946	0.965	0.902
	SQE3	4.61	0.938	1.30			

Table 3 The Results of R-Square

Construct		R-Square
Perceived Satisfaction		0.464
Revisit Intention		0.515
Customer Loyalty		0.768
	Tangibles	0.761
	Reliability	0.797
Service Quality	Responsiveness	0.895
	Assurance	0.891
	Empathy	0.902

Table 4 The Results of F-Square

	Perceived Satisfaction	Revisit Intention	Customer Loyalty
Perceived Price Justice		0.017	0.002
Perceived Satisfaction		0.346	0.008
Revisit Intention			0.356
Service Quality	0.864		0.048

Table 5 The Results of Q-Square

Construct	SSO	SSE	Q² (=1-SSE/SSO)
Perceived Price Justice	1,719	1,719	
Perceived Satisfaction	1,719	1,024	0.404
Revisit Intention	2,865	1,756	0.387
Customer Loyalty	2,292	884	0.614
Service Quality	8,595	859	
Tangibles	1,719	696	0.595
Reliability	1,719	658	0.617
Responsiveness	1,719	348	0.798
Assurance	1,719	325	0.811
Empathy	1,719	329	0.809

Note: SSO= Sum Square Observation and SSE = Sum Square Error.

Table 6 The Analysis Results

Hypothesis	Path	β	T-values	P-values	Result
H1	Perceived Price Justice → Revisit Intention	0.135	2.970	0.002	Accepted
H2	Perceived Satisfaction → Revisit Intention	0.612	12.735	0.000	Accepted
H3	Perceived Price Justice → Customer Loyalty	0.032	0.838	0.201	Accepted
H4	Perceived Satisfaction → Customer Loyalty	0.077	1.556	0.060	Accepted
H5	Perceived Price Justice → Revisit Intention → Customer Loyalty	0.082	2.921	0.002	Accepted
H6	Perceived Satisfaction → Revisit Intention → Customer Loyalty	0.372	7.776	0.000	Accepted
H7	Revisit Intention → Customer Loyalty	0.608	10.617	0.000	Accepted
H8	Service Quality → Perceived Satisfaction	0.681	20.858	0.000	Accepted
H9	Service Quality → Customer Loyalty	0.213	3.965	0.000	Accepted

Note: β = path coefficient

Table 7 Survey Question Sheet

Latent Variables		Label	Indicators
Perceived Price Justice		PJ1	The product prices contained in this rest area are reasonable.
		PJ2	Product prices in this rest area are relatively the same as the prices of the same products in other places.
		PJ3	Product prices at this rest area are generally acceptable to consumers.
Perceived Satisfaction		PS1	I feel happy when you shop or make purchases at this rest area.
		PS2	I have a pleasant shopping experience in this rest area.
		PS3	I like the activities and shopping experience at this rest area.
Service Quality	Tangibles	SQT1	The facilities in the rest area suit my needs.
		SQT2	I can easily get the service information I need in this rest area.
		SQT3	When I shop, I get a receipt according to the transaction I make.
	Reliability	SQR1	The service I get at this rest area is in accordance with the information I have previously obtained.
		SQR2	I can get all the things I need in this rest area.
		SQR3	I feel safe when doing activities in this rest area.
	Responsiveness	SRS1	The rest area clerk can provide the information I need.
		SRS2	When I need help, the officers in this rest area are quick to help me.
		SRS3	Rest area staff always pay attention to every visitor.
	Assurance	SQA1	The staff in this rest area helps me enthusiastically.
		SQA2	I feel that the rest area staff have been equipped with sufficient experience and knowledge.
		SQA3	I always feel comfortable interacting with the rest area staff.
	Empathy	SQE1	I always get enough attention from the rest area staff.
		SQE2	I feel that my wants and needs are well understood by the rest area staff.
		SQE3	The rest area staff are always willing to help when I need it.
Revisit Intention		RI1	I will return to this rest area when I travel on the Trans Java toll road.
		RI2	I recommend to my friends or others who travel on the Trans Java toll road to get their needs in this rest area.
		RI3	I have a desire to visit this rest area more often.
		RI4	I will provide positive information about this rest area to others.
		RI5	I do not mind buying more than I plan in this rest area.
Customer Loyalty		CL1	I have every intention to continue visiting this rest area.
		CL2	This rest area is my first choice of location when going to rest while traveling on the Trans Java toll road.
		CL3	I feel happier when I visit this rest area even though there are similar places outside the Trans Java toll road.
		CL4	Although there are other places, I prefer to shop and get my needs at this rest area.

Table 8 Respondent's Answers Index

Latent Variables		Label	Mean	Standard Deviation	Index (%)	Interpretation
Perceived Price Justice		PJ1	4.21	1.45	64.26	Slightly Agree
		PJ2	3.61	1.65	52.22	Slightly Agree
		PJ3	4.37	1.31	67.40	Agree
Perceived Satisfaction		PS1	4.54	1.29	70.79	Agree
		PS2	4.55	1.24	71.10	Agree
		PS3	4.57	1.23	71.45	Agree
Service Quality	Tangibles	SQT1	4.99	1.12	79.72	Agree
		SQT2	4.90	1.11	77.94	Agree
		SQT3	5.04	1.15	80.80	Agree
	Reliability	SQR1	4.90	1.11	78.08	Agree
		SQR2	4.63	1.25	72.67	Agree
		SQR3	4.99	1.11	79.86	Agree
	Responsiveness	SRS1	4.92	1.17	78.36	Agree
		SRS2	4.80	1.21	75.95	Agree
		SRS3	4.69	1.22	73.86	Agree
	Assurance	SQA1	4.68	1.23	73.68	Agree
		SQA2	4.75	1.23	74.97	Agree
		SQA3	4.78	1.19	75.57	Agree
	Empathy	SQE1	4.66	1.21	73.16	Agree
		SQE2	4.71	1.17	74.28	Agree
		SQE3	4.86	1.15	77.24	Agree
Revisit Intention		RI1	5.05	1.14	81.08	Agree
		RI2	5.00	1.07	80.07	Agree
		RI3	4.67	1.20	73.47	Agree
		RI4	4.99	1.07	79.76	Agree
		RI5	4.61	1.27	72.18	Agree
Customer Loyalty		CL1	4.68	1.18	73.54	Agree
		CL2	4.94	1.11	78.85	Agree
		CL3	4.85	1.11	77.00	Agree
		CL4	4.61	1.30	72.29	Agree