

STUDY OF THE INFLUENCE OF PRICE, SERVICE QUALITY, SATISFACTION, AND REPURCHASE INTENTIONS AT CITRAMULIA TRAVEL AND TOUR LOMBOK

Rita Alfin¹, Nur Qomariah¹

¹Program Studi Ilmu Manajemen, Sekolah Tinggi Ilmu Ekonomi Gempol Pasuruan, Indonesia

Accepted: 01 June 2023. Approved: 01 August 2023. Published: 08 August 2023.

ABSTRACT

This study investigates the impact of price and service quality variables on repurchase intentions in the context of travel services and tour operator activities post the Covid-19 pandemic. It explores whether consumer satisfaction mediates the relationship between price, service quality, and repurchase intentions. Using a quantitative explanatory research design, the study involves a sample of 110 individuals intending to purchase Travel services and tour operator activities from Citramulia Travel and Tour Lombok between the post-Covid-19 period and December 2022. Data collection entails distributing questionnaires after instrument validation and reliability checks. Analysis shows that prices have a non-significant, negative effect on repurchase intentions, while service quality significantly and positively influences repurchase intention. Consumer satisfaction plays a significant role in enhancing repurchase intentions. Affordable pricing positively affects consumer satisfaction, leading to increased repurchase intentions. However, certain aspects of service quality, like reliability, responsiveness, and tangibles, negatively impact overall satisfaction. Consumer satisfaction partially mediates the relationship between price and repurchase intention. In contrast, it does not mediate the association between service quality and repurchase intention, as the direct positive effect of service quality on repurchase intention remains. This study offers insights into the interplay among price, service quality, consumer satisfaction, and repurchase intentions in the post-Covid-19 travel services and tour operator activities landscape.

Research Paper

PREVENIRE: Journal of Multidisciplinary Science


Keywords: Consumer Satisfaction, Post-Covid-19 Travel Services, Price and Service Quality, Repurchase Intentions, Tour Operator Activities.

INTRODUCTION

Repurchase intention is a decision to repurchase a product or service by considering satisfaction/interest in the product or service. In the business world, repurchase intention refers to the level of strength of a company's intention to continue to perform certain behaviors in order to increase the company's total income (Lee & Charles, 2021; Srivastava & Sharma, 2013). The importance of repurchase intention is an

indicator of the success or failure of a company's product in the market (Fawzee et al., 2019; Phuong & Dai Trang, 2018; Saputra et al., 2022). According to Suriyanto et al., (2022) companies that open repurchase intentions for a superior product can increase company income by up to 0.57%.

Apart from being a means of income for the company, repurchase intention can be used by companies to measure the level of loyalty of a consumer to the product that is

 **Correspondence Address**
E-mail: rita.alfin15@gmail.com

purchased (Elsya & Indriyani, 2022; Phuong & Dai Trang, 2018; Prihatini & Gumilang, 2021). Khoa et al., (2022) added, customer loyalty to a product can be measured by their enjoyment of a product which causes them to take repurchase intentions. Basically, consumer repurchase intentions arise because of an evaluation in a purchase where the process will make a series of choices regarding the product to be purchased on the basis of brand or intention (Susanto et al., 2021).

This study discusses repurchase intention related to repurchasing Umrah services provided by PIHK and PPIU by consumers based on several considerations so that they repurchase or even recommend to other prospective buyers. Post the Covid-19 pandemic, repurchase intention is a problem that often occurs among consumers who use travel services and tour operator activities. Several factors influence the congregation's repurchase intention for travel services and tour operator activities, namely price and service quality (Chulaifi & Setyowati, 2018; Siregar & Mappadeceng, 2022). Another factor that influences repurchase intention is the new strategy created to entice consumers to reuse their services such as service improvement. So that in this study the intention to repurchase or repurchase intention was studied using price quality and consumer quality variables.

Price is a number of values in currency, which must be paid by consumers to buy or enjoy the goods or services offered (Kashmir, 2016). According to Sarah (2017), price will influence consumer repurchase intentions towards purchasing or using goods or services. This is supported by research Kotler & Armstrong, (2012); Siregar & Mappadeceng, (2022) that price is one of the determining factors that influence purchases or repurchase intentions. So the price is set as the first variable in this study. Furthermore, the second variable is the quality of service which is closely related to the intention to repurchase travel services and the activities of tour operators. As the quality of services offered increases, it will have an impact on the price and quality of services on the intention to repurchase travel services and the activities of these tour operators.

The price formed will be in accordance with the quality of service provided to consumers so that it will affect repurchase intentions (Kotler & Armstrong, 2012). With good service and increased quality, it is hoped that it will be able to influence trust so that it will influence consumer repurchase intentions (Mulyati & Putri, 2022). In addition, consumer satisfaction will be formed due to quality service so as to form consumer loyalty and ask to repurchase. The relationship between price and service quality on repurchase intention mediated by customer satisfaction is lacking in supporting literature. Previous researchers only observed the effect of price and trust on consumer convenience, so there is a need for in-depth research regarding the effect between price and service quality on repurchase intentions (Chulaifi & Setyowati, 2018; Mulyati & Putri, 2022; Siregar & Mappadeceng, 2022).

The mediating variable used in this study is consumer satisfaction, consumer satisfaction which can encourage repurchase intentions. This is supported by research Apriyani & Sunarti, (2017) and Wulandari & Marlana(2022) that consumer satisfaction has a significant effect on repurchase intention. Hardilawati (2022) said that there are several other recommended survival strategies that can be carried out to be able to maintain their business post the Covid-19 pandemic, one of which is conducting customer relationship marketing to create consumer trust and grow customer loyalty.

Nazarudiin (2022), have successfully conducted research related to the purchase intention of travel services and tour operator activities. But unfortunately, this research only focuses on marketing methods in general conditions, not post the Covid-19 pandemic. In addition, several other studies have only focused on the influencing factors of consumer satisfaction without regard to the current pandemic conditions and no one has examined the repurchase intention of travel services and the activities of tour operators with price, service quality and consumer satisfaction variables (Chulaifi & Setyowati, 2018; Finatri et al., 2022; Siregar & Mappadeceng, 2022).

To fill the research gap above, researchers will focus on examining price and service quality on repurchase intentions (repurchase intention) of travel services and tour operator activities post the Covid-19 pandemic with consumer satisfaction as a mediating variable. Based on several studies, service quality is often used as an intervening variable or mediating variable, as research conducted by [Kotler & Armstrong, \(2012\)](#) proves that service quality has successfully mediated consumer trust and satisfaction. With research on the effect of price, trust and consumer satisfaction, it is hoped that it will be able to increase the intention to repurchase travel services and tour operator activities from PIHK and PPIU, especially post the Covid-19 pandemic.

Based on research conducted by [Aprilliza, \(2022\)](#) that prices and consumer satisfaction can have an impact on the income of PIHK and PPIU in the Bantul area, Central Java. From [Anshorulloh, \(2022\)](#) states that the price of travel services and the activities of tour operators that increase or decrease from the usual amount can have a significant effect on repurchase intentions and consumer satisfaction for Hajj and Umrah. Meanwhile, [Babenko & Syniavska, \(2018\)](#) state that there is a link between service quality and repurchase intention on consumer trust which causes high and low solvency of PIHK.

As for other research from [Fawzeeah et al., \(2019\)](#) also states that repurchase intention can increase consumer confidence in service bureaus organizing general and special pilgrimages. Regarding service quality as a mediating variable, here are several studies that have obtained significant results between service quality which can mediate price, trust and consumer satisfaction for Hajj and Umrah. From [Elsya & Indriyani, \(2022\)](#) states that consumer satisfaction can significantly mediate prices from travel service bureaus and tour operator activities. Likewise, [Hanafi & Pranata, \(2017\)](#) stated that service quality can partially mediate the trust and quality of Hajj and Umrah services.

Various travel service providers and tour operator activities have also been affected by the Covid-19 pandemic, one of which is Citramulia Travel and Tour Lombok. There

are several considerations for using this service provider because of the low intention to repurchase services. Therefore the researcher draws the research formulation, namely whether price and service quality affect repurchase intentions, and whether the existence of consumer satisfaction is able to mediate the effect of price and service quality on repurchase intentions.

The purpose of this study is to examine the effect of price and service quality variables on repurchase intentions, and whether consumer satisfaction is able to mediate the relationship between price and service quality on repurchase intention for travel services and tour operator activities post the Covid-19 pandemic. This research is expected to add insight and input material as a reference for interested parties in conducting research. As well as being information that can be used as a reference for further research research.

METHODS

The approach used in this research is a quantitative approach. The purpose of using this approach is to determine the effect of one variable on another in a population. The research design is quantitative explanatory. The population in this study is all customers who intend to repurchase travel services and tour operator activities post the Covid-19 pandemic at Citramulia Travel and Tour Lombok, which is 110.

The number of samples in this study is also 110, due to the number of customers who intend to buy Travel services and tour operator activities from the post-Covid-19 pandemic to December 2022 at Citramulia Travel and Tour Lombok amounted to this and not too many so they could be taken in full. The distribution of the questionnaire was carried out by collecting 110 sample data according to the required characteristics, namely customers repurchasing travel services and tour operator activities from the post-Covid-19 pandemic to December 2022 at Citramulia Travel and Tour Lombok, both male and female.

Data collection techniques were carried out based on the results of distributing questionnaires to research respondents. Questionnaires will later be distributed to all respondents who intend to repurchase travel

services and tour operator activities, especially post the Covid-19 pandemic at Citramulia Travel and Tour Lombok. Questionnaires were distributed using the Google form or distributed via social media to make it easier for researchers in the data collection process. The research instrument used was SEM PLS 2022. Before entering the analysis stage, the instrument was first validated using a validity test so that the data obtained was correct. After that, a reliability test is carried out using a reliability test so that the data obtained is reliable.

Model Analysis

This analysis is carried out to ensure that the variables used are feasible and valid. Evaluation of the outer model includes the value of outer loading (valid when outer loading > 0.50 to 0.60 and ideally outer loading > 0.70), average variance extracted (valid when AVE > 0.05), and composite reliability (reliable

when $CR > 0.80$). While the inner model analysis is carried out to see the structural model that is built correctly. Inner evaluation can be seen from the Determinant Coefficient (R²), Path Value (Beta value), TStatistics, and P value.

Hypothesis testing

Hypothesis testing is a decision making whether there is influence between exogenous variables (cause) and endogenous variables (effect) which can be seen by the P test (p-value) based on the condition, "If the p-value \leq alpha 0.05 then the hypothesis is accepted, which means there is statistically significant effect between the independent variable and the dependent variable" and vice versa.

RESULTS AND DISCUSSION

Research Instrument Test Results

The results of convergent validity testing are presented in **Table 1**.

Table 1 Outer Loading Test

Variable Laten	Indicator	Factor Loading	Information
Price	H1	0.738	Legal and acceptable
	H2	0.757	Legal and acceptable
	H3	0.748	Legal and acceptable
	H4	0.749	Legal and acceptable
Consumer Satisfaction	KK1	0.777	Legal and acceptable
	KK2	0.806	Legal and acceptable
	KK3	0.805	Legal and acceptable
	KK4	0.763	Legal and acceptable
Service Quality	KL1	0.739	Legal and acceptable
	KL2	0.6110	Invalid
	KL3	0.1100	Legal and acceptable
	KL4	0.1105	Legal and acceptable
	KL5	0.671	Invalid
Repurchase Intentions	NB1	0.740	Legal and acceptable
	NB2	0.1105	Legal and acceptable
	NB3	0.753	Legal and acceptable
	NB4	0.746	Legal and acceptable

Based on **Table 1**, it shows that all indicators fulfill the test criteria, but the researcher uses an ideal loading factor > 0.70. Therefore, the loading factor values KL2 and KL5 are removed because their values are below 0.70 (KL2 is 0.6110 and KL5 is 0.671).

Thus, all indicators are able to measure the constructs of the four research variables, so that the research can proceed to the next stage. Next, AVE analysis, Composite Reliability, and Cronbach Alpha. The results of the AVE, Composite Reliability, and Cronbach Alpha calculations are presented in **Table 2**.

Table 2 AVE Test, Cronbach Alpha, and Composite Reliability

Variable	AVE	Cronbach Alpha	Composite Reliability
Price	0.559	0.738	0.835
Consumer Satisfaction	0.621	0.796	0.867
Service Quality	0.598	0.761	0.832
Repurchase Intentions	0.549	0.749	0.830

Based on **Table 2**, it shows that the composite reliability value resulting from each variable has a value greater than 0.70, so that the construct used in this study is reliable. Another way that can be used to measure reliability is to look at the AVE value with criteria greater than 0.50. The reliability test is also strengthened by looking at the Cronbach alpha value where the suggested value must be greater than 0.70 so that it is concluded that the existing construct is declared reliable.

Model Analysis Results

The next research model test was carried out by testing the structural model (inner model). The results of data processing using the Smart PLS software tool, the output results are obtained from the factor loading construct structure model which will explain the relationship between Price, Consumer Satisfaction, Service Quality and Repurchase Intention as shown in the following figure:

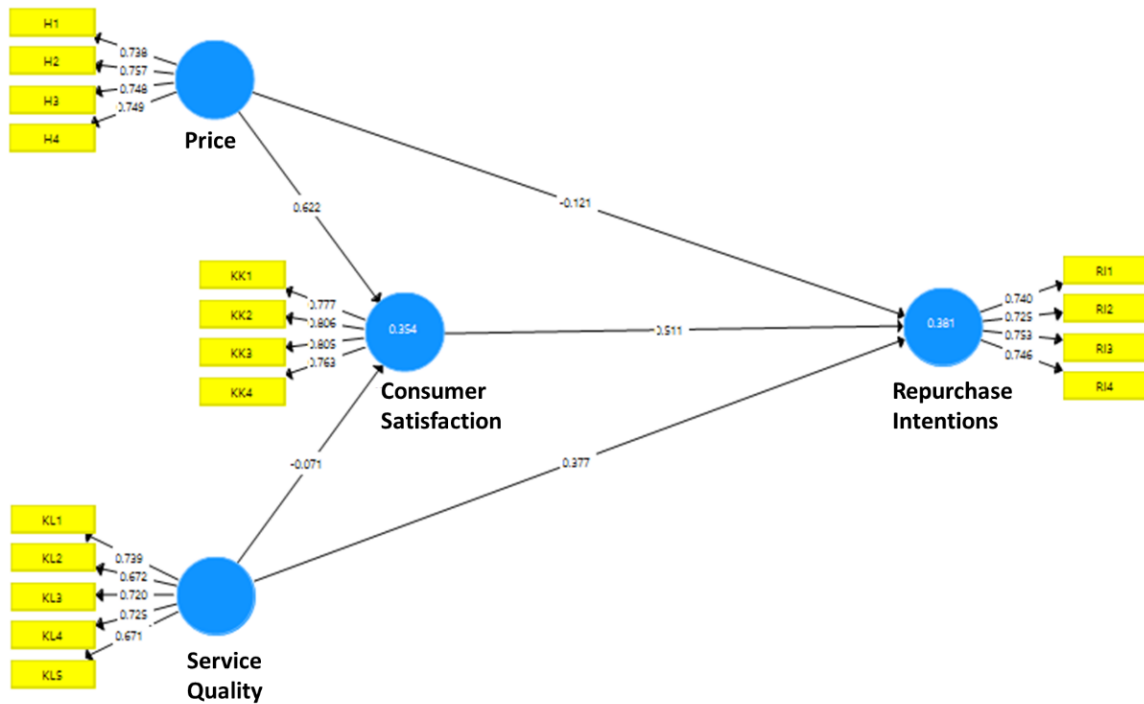


Figure 1 Research Model

To evaluate the inner model, you can see the percentage of variance explained by looking at the R Square value for the

endogenous variables. The results of calculating R Square are presented in **Table 3**.

Table 3 R-Square Calculation Results

Variable	R-Square
Consumer Satisfaction	0.354
Repurchase Intentions	0.381

Based on **Table 3** shows the R-Square value of the Consumer Satisfaction variable of

35.4%. Means that the ability of the independent variables in the context of this

research is price and service quality, can explain the variance of the service quality variable of 35.4% so that 64.6% (100%-35.4%) of the variance of the consumer satisfaction variable is explained by other factors in outside of this research. Meanwhile, the dependent variable of repurchase intention in this study is 38.1%. This shows that price and consumer satisfaction can explain the variance of the repurchase intention variable by 38.1% while the remaining 61.9% is explained by other variables not included in this study.

Research Hypothesis Testing

The hypothesis testing carried out in this study uses the direct effect, namely to test whether there is a direct effect of price and service quality on repurchase intentions. As for testing the hypothesis in this study, it was carried out by looking at the magnitude of the structural path coefficient using statistical tests and p values obtained through the bootstrapping procedure. The test criteria state that if the t-statistics value > t-table (1.96) and p values < 0.05 then it is stated that there is a significant influence of exogenous variables on endogenous variables. The results of the test are presented in **Table 4**.

Table 4. Results of the direct effect hypothesis test

Direct Effect	Direct Coef.	Std Error	T Statistics	P values	Information
Direct effect hypothesis test					
Price -> Repurchase Intentions	-0.121	0.129	0.937	0.349	Not accepted
Service Quality -> Repurchase Intentions	0.377	0.102	3.694	0.000	Accepted
Consumer Satisfaction -> Repurchase Intentions	0.511	0.108	4.742	0.000	Accepted
Price -> Consumer Satisfaction	0.622	0.120	5.184	0.000	Accepted
Service Quality -> Consumer Satisfaction	-0.071	0.106	0.666	0.506	Not accepted
Indirect Effect Hypothesis					
Price -> Consumer Satisfaction -> Repurchase Intentions	0.318	0.078	4.083	0.000	Accepted
Service Quality -> Consumer Satisfaction -> Repurchase Intentions	-0.036	0.056	0.651	0.515	Not accepted

Based on **Table 4**, the T Statistics value of price on repurchase intention is 0.937, which is less than the TTable value of 1.96 and the p-value of 0.349 is greater than 0.05. Service quality has a significant effect on repurchase intentions with a T Statistics value of 3.694 greater than Ttable 1.96 and a p value of 0.000 less than a significance level of 0.05. Consumer satisfaction has a significant effect on repurchase intentions with a T Statistics value of 4,742, greater than T table 1.96 and has a p value of 0,000 which is smaller than the 0.05 significance level. Price has a significant effect on consumer satisfaction with a T Statistics value of 5.184, greater than Ttable 1.96 and has a p value of 0.000 which is less than the significance level of 0.05. Service quality on customer satisfaction obtained

negative and significant results with a T Statistics of 0.666, which is smaller than Ttable 1.96 and has a p value of 0.506 greater than the 0.05 significance level.

Table 4 also shows that the value of price on repurchase intention through consumer satisfaction shows a T Statistics value of 4,083 greater than the TTable value of 1.96, and a p value of 0,000, so it can be said that consumer satisfaction is able to mediate the effect of price on repurchase intention. These results indicate that consumer satisfaction is able to mediate the price variable on repurchase intention. Meanwhile, the results of subsequent tests show that the value of service quality influences repurchase intention through consumer satisfaction with a T Statistics value of 0.651 which is smaller

than the T table value of 1.96 and a p value of 0.515 which is greater than the level of significance.

Effect of Price on Repurchase Intention

Based on the research results obtained, it is known that price has a negative and insignificant effect on the intention to repurchase travel services and the activities of tour operators, especially post the Covid-19 pandemic. The interpretation is that the greater the price that consumers get when they intend to repurchase, the lower their desire to intend to repurchase travel services and tour operator activities. These results are consistent with research conducted by Kusdyah, (2012) that price has a negative and insignificant effect on repurchase intention. According to Susanto et al., (2021) the high price of a product can cause consumers to hesitate a little when they are interested in repurchasing, in other words affecting the behavior of consumers when they intend to repurchase.

The indicators of price that affect repurchase intentions include (a) affordability, (b) price compatibility with product quality, (c) price competitiveness, and (d) price compatibility with benefits (Kotler & Armstrong, 2012). When consumers do not reach the price of a product or service, especially travel services and tour operator activities, it will certainly affect the repurchase intention of these consumers. The affordability of the price itself is relatively different among consumers, from the lower middle class. For this reason, there is a need for a strategy to overcome the difference between monthly income among consumers, such as opening guarantees and installment credit systems, monthly or annually.

Furthermore, namely price compatibility with service quality, consumers who get a match between price and service quality tend to have higher intention to repurchase travel services and tour operator activities. This was also said by Aini, (2019), when the price that consumers pay is higher for a product/service, consumers are more demanding of qualified product quality than when spending money to pay lower. The next indicator is price competitiveness, usually when consumers want to repurchase, they

tend to do a survey first with other services to determine the price first. The higher the price required to buy a product/service, the more reluctant consumers are to repurchase at the company, especially in this study, namely Citramulia Travel and Tour Lombok.

This is well confirmed by Prihatini & Gumilang, (2021) which states that consumers tend to choose companies that offer lower prices when they intend to repurchase compared to companies that offer higher prices. Then the suitability of the price with the benefits, along with the high price but not accompanied by the benefits obtained by consumers in terms of buying and selling, consumers tend to be reluctant to intend to repurchase. Thus, there is a need for a stimulus by the company to compare the price of a product against the benefits received by consumers.

Effect of Service Quality on Repurchase Intentions

Based on the research results obtained, it is known that consumer trust has a positive and significant effect on the intention to repurchase travel services and tour operator activities, especially post the Covid-19 pandemic. These results mean that the higher the trust consumers get when they intend to repurchase, the higher their desire to intend to repurchase travel services and tour operator activities. These results are consistent with research conducted by Liang et al., (2018) that consumer trust has a positive and significant effect on repurchase intention. According to Masithoh & Widikusyanto, (2017) high consumer trust can lead to more confidence when purchasing an item or using a service.

The indicators of Consumer Trust according to Zulfa & Hidayati, (2018) are: (a) reputation, (b) competence, (c) quality, and (d) interest in services/products. Companies that have a high level of reputation and competence tend to increase consumer confidence in these companies. Competence here is in the form of knowledge and experience possessed by the company in organizing re-buying of travel services and tour operator activities.

Thus, the higher the reputation and competence of a company, the higher the consumer's trust in Citramulia Travel and

Tour Lombok, causing consumers to intend to re-purchase travel services and tour operator activities at the service agency. Meanwhile, quality and interest in the product are indicators that cannot be separated. Usually, consumers are interested in making repurchase intentions depending on the quality of the company, both service quality, quality and products (Chulaifi & Setyowati, 2018). Thus, Citramulia Travel and Tour Lombok needs to pay attention to the quality of services and services provided to consumers so that they intend to repurchase travel services and tour operator activities, especially post the Covid-19 pandemic.

Effect of Consumer Satisfaction on Repurchase Intentions

Based on the research results obtained, it is known that consumer satisfaction has a positive and significant effect on the intention to repurchase travel services and the activities of tour operators, especially post the Covid-19 pandemic. These results mean that the higher the satisfaction of consumers, the higher the percentage of their desire to intend to repurchase travel services and tour operator activities. These results are in line with research conducted by Susanto et al., (2021) that consumer satisfaction has a positive and significant effect on repurchase intention. Consumer satisfaction itself is influenced by many factors including (a) price satisfaction, (b) service, (c) responsibility and (d) reputation (Ahrholdt et al., 2019; Park et al., 2018; Sun et al., 2017; Uysal & Sirgy, 2019).

Consumers who are satisfied with the price and service provided tend to intend to repurchase. Price satisfaction itself is in the form of price conformity obtained by consumers as explained earlier. Meanwhile, service satisfaction is in the form of customer satisfaction with the services provided by a company, in this case Citramulia Travel and Tour Lombok. In this case, the majority of consumers are satisfied with the services provided by Citramulia Travel and Tour Lombok in order to obtain the appropriateness of such results.

Responsibility and reputation. Usually a company that has a high reputation tends to have a high responsibility as well (Rahmatulloh & Melinda, 2021). Consumers

who are satisfied with the reputation and responsibility given by Citramulia Travel and Tour Lombok have higher intentions when repurchasing travel services and tour operator activities post the Covid-19 pandemic.

Effect of Price on Consumer Satisfaction

Based on the research results obtained from price analysis on consumer satisfaction, it is known that price has a positive and significant effect on consumer satisfaction. That is, the more affordable the price paid by consumers to intend to repurchase Hajj services, the more consumers spend intending to repurchase travel services and tour operator activities post the Covid-19 pandemic, the more consumer satisfaction will increase in intending to repurchase. This is in line with research conducted by Suhairi, (2022) that price has a positive and significant effect on consumer satisfaction. The indicators affecting consumer satisfaction who intend to repurchase travel services and tour operator activities post the Covid-19 pandemic include (1) affordability of prices. Affordable prices can affect consumer satisfaction. According to Anggriana et al., (2017), the more affordable the price of a product, the more satisfied a consumer is in shopping.

Price suitability affects product quality. Prices that are in accordance with the quality of travel services and tour operator activities provided to consumers affect consumer satisfaction, especially related to price and service satisfaction. The more appropriate a product's price is for its quality, the more it will increase consumer satisfaction in shopping. This is what underlies the Accepted influence between the suitability of the Price given by Citramulia Travel and Tour Lombok on its Consumer Satisfaction. (3) Price competitiveness. Competitive prices can be a factor that increases Consumer Satisfaction. When a store provides a lower price to another store, accompanied by a qualified product quality, it can directly increase consumer satisfaction. Then (4) Price suitability with the benefits of Repurchase Intentions for travel services and tour operator activities, especially during the Covid-19 pandemic. Prices that are in accordance with the benefits obtained can also increase consumer satisfaction in shopping. The more benefits of

a product, the more satisfied a consumer is in buying the product.

Effect of Service Quality on Consumer Satisfaction

The results of the influence of consumer quality on customer satisfaction are negative and significant. These results are contrary to the results in general, namely service quality has a positive and significant effect on customer satisfaction. This is because there are differences in the relationship between the quality of the services provided by Citramulia Travel and Tour Lombok to its customers, thereby affecting consumer satisfaction. The indicators that affect consumer satisfaction are (1) Reliability (reliability). The level of reliability of Citramulia Travel and Tour Lombok influences consumer satisfaction. Basically, there are many results from respondents who feel that PT Citra Mulia is less reliable in serving its customers. Not a few consumers feel disappointed with the level of service from Citramulia Travel and Tour Lombok.

This is what underlies the negative influence between the level of reliability on consumer satisfaction who intends to repurchase travel services and tour operator activities post the Covid-19 pandemic. (2) Responsiveness. The responsiveness of Citramulia Travel and Tour Lombok in serving consumers can be said to be lacking. Because, many respondents stated that Citramulia Travel and Tour Lombok was less responsive in serving consumers who intended to repurchase travel services and tour operator activities post the Covid-19 pandemic. In contrast to the two indicators above, (3) the guarantee given to consumers who intend to repurchase has been properly backed up. The majority of respondents answered that Citramulia Travel and Tour Lombok provides guarantees to every consumer who intends to repurchase. This basically increases consumer satisfaction.

Likewise with (4) Empathy. Consumers feel that Citramulia Travel and Tour Lombok has shown empathy to those who intend to repurchase travel services and tour operator activities post the Covid-19 pandemic. However, in the last indicator, namely (5) Physical Evidence (tangibles) provided by

Citramulia Travel and Tour Lombok did not exist when they intended to re-purchase travel services and tour operator activities. This is what underlies the dissatisfaction of consumers who are not satisfied with the quality of service from Citramulia Travel and Tour Lombok. Of all these indicators, there are three indicators that cannot satisfy consumers and two indicators that can satisfy consumers. So, it is true when it is said that consumer quality has a negative and insignificant effect on customer satisfaction.

Effect of Price on Repurchase Intentions Through Consumer Satisfaction

Based on the research results obtained, it is known that consumer satisfaction has succeeded in mediating between price and repurchase intention, but partially. That is, the higher the price obtained by consumers, consumer satisfaction tends to decrease, but when the price received by consumers is high, the level of consumer satisfaction also increases, which results in increasing the repurchase intention of each consumer. This is consistent with the results of research conducted by [Palma & Andjarwati, \(2016\)](#), that price has a significant effect on repurchase intention through consumer satisfaction. In this case, that is, the lower the price of a product, the higher the level of consumer satisfaction resulting in increased repurchase intention from consumers ([Junior et al., 2019](#)).

As for the results of the direct relationship between price and satisfaction, which is positive and significant, the higher the price paid by consumers to buy services, the level of satisfaction from consumers also tends to increase. There are several indicators that influence the significance of consumer satisfaction from price, namely: (1) affordability price. Usually affordable prices have different perceptions among consumers. Upper middle class consumers tend to reach all prices. The more consumers can reach the price given by the company, the higher satisfaction will be obtained. This is also in accordance with the second indicator, namely (2) price compatibility with product quality. Usually the right price also has the right quality of service ([Junior et al., 2019](#)). In this case, it can be seen from the service at 1 to 5 star hotels which have different quality of

service. According to [Anggriana et al., \(2017\)](#), the higher the price of a product, the higher the quality of service provided by the company to its consumers which has an impact on increasing consumer satisfaction so that it can increase repurchase intentions.

Next, namely (3) price competitiveness, and (4) suitability of prices with benefits. Affordable prices usually increase consumer purchase intentions for a product, but consumers themselves tend to choose companies that have good service quality. Companies that have a good level of service quality usually tend to be expensive but can significantly increase customer satisfaction ([Dimiyati & Subagio, 2016](#)). So it is necessary to have a strategy (such as improving the website, social media accounts, admin friendliness) carried out by Citramulia Travel and Tour Lombok to increase customer satisfaction so that it causes the intention to repurchase travel services and the activities of tour operators to increase.

The Effect of Service Quality on Repurchase Intentions Through Consumer Satisfaction

Based on the research results obtained, it is known that customer satisfaction fails to mediate between service quality and repurchase intention. That is, there is no influence between service quality on repurchase intention through customer satisfaction. The quality of service has a direct effect on repurchase intentions. This means that the higher the quality of services provided to consumers, the more consumers intend to repurchase travel services and tour operator activities post the Covid-19 pandemic. The results of the indirect relationship were confirmed both in the research of [Nathadewi & Sukawati, \(2019\)](#) which stated that service quality had a negative and insignificant effect on repurchase intention through consumer satisfaction. This is based on service quality which has a direct and significant effect on repurchase intention.

The indicators that play a role in terms of service quality directly affect repurchase intentions, namely: (1) Reliability, (2) Responsiveness, (3) Assurance, (4) Empathy, and (5) Physical Evidence (tangibles). Reliability is the level of trust in the quality of services provided by the company, in this case

Citramulia Travel and Tour Lombok. So, there is a relationship between the quality of services provided to consumers and repurchase intentions. The more consumers get good service quality, the higher the intention to repurchase. This indicates high consumer reliability of these services which results in increased repurchase interest ([Anggraini & Budiarti, 2022](#)). On the other hand, when consumers are given good service and responsibility, the more consumers will have empathy, responsiveness and assurance towards the company. When a company's responsiveness, empathy, and assurance are high for its customers, the higher a consumer's intention to repurchase travel services and tour operator activities, especially post the Covid-19 pandemic.

As for someone who has repurchase intentions, they tend to be exploratory towards existing information ([Phuong & Dai Trang, 2018](#)). When the quality of services provided by companies increases, more and more consumers also provide references to other people to intend to re-purchase travel services and tour operator activities ([Prihatini & Gumilang, 2021](#)). This is also seen in the preferential behavior of consumers. A satisfied consumer then has thoughts of getting better service quality from a company that tends to prioritize that company.

CONCLUSION

Based on the results of the analysis and discussion described above, the following conclusions are obtained:

- a. Prices have a negative and insignificant effect on the intention to repurchase travel services and the activities of tour operators post the Covid-19 pandemic. This means that the higher the price given to consumers, the more intention to repurchase travel services and tour operator activities post the Covid-19 pandemic.
- b. Service quality has a positive and significant effect on repurchase intention. That is, the more consumers get good quality from Citramulia Travel and Tour Lombok, the more consumers intend to repurchase travel services and tour

- operator activities post the Covid-19 pandemic.
- c. Consumer satisfaction has a positive and significant effect on the intention to repurchase travel services and tour operator activities post the Covid-19 pandemic. This means that the higher the customer satisfaction, the higher the intention to repurchase travel services and tour operator activities post the Covid-19 pandemic.
 - d. Price has a positive and significant effect on consumer satisfaction. This means that the higher the affordable price given to consumers, the more satisfied consumers will be who intend to repurchase travel services and tour operator activities post the Covid-19 pandemic.
 - e. Service quality has a negative and insignificant effect on customer satisfaction. This is because the respondents felt that there were more indicators that did not reflect their satisfaction with the management of Citramulia Travel and Tour Lombok. The indicators that have a negative effect are reliability, responsiveness, and tangibles.
 - f. Price on repurchase intention through customer satisfaction has a positive and significant effect. Consumer satisfaction was successful in partially mediating the price relationship on the intention to repurchase travel services and the activities of tour operators post the Covid-19 pandemic. This means that there is a role that satisfaction has in repurchasing intentions, causing prices that previously had a negative effect to become positive. The higher the price given to consumers, the higher the level of consumer satisfaction. When consumers are satisfied, the intention to repurchase travel services and tour operator activities post the Covid-19 pandemic also increases.
 - g. Consumer satisfaction failed to mediate between service quality and intention to repurchase travel services and tour operator activities post the Covid-19 pandemic. That is, there is no influence between service quality on repurchase intention through customer satisfaction.

This is because service quality has a positive and significant effect on repurchase intentions. That is, the higher the quality of service provided to consumers, the more confidence consumers will have to intend to repurchase travel services and tour operator activities post the Covid-19 pandemic.

Author's declaration

Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

Funding

Write down the research funding, if any.

Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

REFERENCES

- Ahrholdt, D. C., Gudergan, S. P., & Ringle, C. M. (2019). Enhancing loyalty: When improving consumer satisfaction and delight matters. *Journal of Business Research*, 94, 18–27. <https://doi.org/10.1016/j.jbusres.2018.08.040>
- Aini, L. A. (2019). Analisis Pengaruh Brand Image, Service Quality, Product Quality, Price Perception Terhadap Consumer Satisfaction dan Repurchase Intention" (Studi pada Pelanggan Natasha Skin Care di Kota Purwokerto). Universitas Jenderal Soedirman.
- Anggraini, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek. *Jurnal Pendidikan Ekonomi (JUPE)*, 8(3), Article 3. <https://doi.org/10.26740/jupe.v8n3.p86-94>
- Anggriana, R., Qomariah, N., & Santoso, B. (2017). Pengaruh Harga, Promosi, Kualitas Layanan Terhadap Kepuasan Pelanggan Jasa Ojek Online "OM-JEK" Jember. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 7(2).

- Anshorulloh, A. (2020). Influence of Customer Satisfaction, Trust, and Price on Repurchase Interest in Online Shop (SSRN Scholarly Paper ID 3642498). Social Science Research Network. <https://doi.org/10.2139/ssrn.3642498>
- Aprilliza, P. (2020). Strategi Pemasaran dan Pembinaan Jamaah PT. Darul Iman Tour & Travel dalam Upaya Meningkatkan Minat Umrah Masyarakat Kecamatan Medan Sunggal. Universitas Islam Negeri Sumatera Utara.
- Apriyani, D. A., & Sunarti, S. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Survei pada Konsumen The Little A Coffee Shop Sidoarjo). *Jurnal Administrasi Bisnis*, 51(2), Article 2.
- Babenko, V., & Syniavska, O. (2018). Analysis of the current state of development of electronic commerce market in Ukraine. *Technology Audit and Production Reserves*, 5(4 (43)), 40–45.
- Chulaifi, & Setyowati. (2018). Pengaruh Kualitas Pelayanan, Persepsi Harga Dan Kepercayaan Terhadap Kepuasan Konsumen Jasa Travel Umrah Dan Haji Pada Pt. Sebariz Warna Berkah Di Surabaya. 03(01), 40–54.
- Dimiyati, M., & Subagio, N. A. (2016). Impact of Service Quality, Price, and Brand on Loyalty with the mediation of Customer Satisfaction on Pos Ekspres in East Java. *Mediterranean Journal of Social Sciences*, 7(4), Article 4. <https://www.mcses.org/journal/index.php/mjss/article/view/9298>
- Elsya, P., & Indriyani, R. (2020). The Impact of Product Knowledge and Product Involvement to Repurchase Intention for Tupperware Products among Housewives in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 01037.
- Fawzeeah, B. K., Sofiyah, F. R., Sudardjat, I., & Muda, I. (2019). The role of technology marketing micro business, small and medium enterprises (Smes) agents for repurchase intention and its impact on the community satisfaction (case in Indonesia). *International Journal of Scientific and Technology Research*, 8(12), 1724–1730.
- Finatri, I., Pono, M., & Jusni, J. (2020). Effect Covid-19: Loyalty of Prospective Umrah Pilgrims to Umrah and Hajj Travel Companies. *Hasanuddin Journal of Business Strategy*, 2(3), 31–37. <https://doi.org/10.26487/hjbs.v2i3.353>
- Hanafi, R., & Pranata, A. A. A. (2017). Peranan Harga Dan Produk Dalam Keputusan Menjadi Anggota Multi Level Marketing Sophie Paris Indonesia. *JURNAL EKOMAKS*, 3(1).
- Hardilawati, W. Laura. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19. *Jurnal Akuntansi Dan Ekonomika*, 10(1), Article 1. <https://doi.org/10.37859/jae.v10i1.1934>
- Junior, O. M. S., Areros, W. A., & Pio, R. J. (2019). Pengaruh Brand Image dan Persepsi Harga Terhadap Kualitas Pelayanan dan Kepuasan Pelanggan (Studi pada Pelanggan Datsun Nissan Martadinata). *JURNAL ADMINISTRASI BISNIS (JAB)*, 8(2), 1–9.
- Kashmir. (2016). Pengantar Manajemen Keuangan edisi 2 / Kasmir | Perpustakaan UIN Suska Riau. <http://inlislite.uin-suska.ac.id/opac/detail-opac?id=7724>
- Khoa, B. T., Nguyen, T. D., & Nguyen, V. T.-T. (2020). Factors affecting Customer Relationship and the Repurchase Intention of Designed Fashion Products. *The Journal of Distribution Science*, 18(2), 17–28.
- Kotler, P., & Armstrong, G. (2012). Buku prinsip-prinsip pemasaran philip kotler gary armstrong edisi 13 jilid 1. Buku-prinsip-prinsip-pemasaran-philip-kotler-gary-armstrong-edisi-13-jilid-1-i.49537855.798605739
- Kristiaji, W. C. (2021). Prinsip-Prinsip Pemasaran/ Principles of Marketing. 63.
- Kusdyah, I. (2012). Persepsi Harga, Persepsi Merek, Persepsi Nilai, dan Keinginan Pembelian Ulang Jasa Clinic Kesehatan (Studi Kasus Erha Clinic Surabaya). *Jurnal Manajemen Pemasaran*, 7(1), 25–32.
- Lee, L., & Charles, V. (2021). The impact of consumers' perceptions regarding the ethics of online retailers and promotional strategy on their repurchase intention. *International Journal of Information Management*, 57, 102264.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41–48.
- Masithoh, M. R., & Widikusyanto, M. W. J. (2017). Pengaruh Kepuasan dan Kepercayaan Pelanggan pada Niat Beli Ulang Secara Online. *Sains Manajemen*, 3(1).
- Mulyati, T., & Putri, A. B. D. (2020). Factors Predicting of Purchasing Decision Moslem Fashion Products in the New Normal Pandemic Covid-19 (Case Study in Madiun Municipality). *Capital: Jurnal Ekonomi dan Manajemen*, 4(1), 66.

- <https://doi.org/10.25273/capital.v4i1.7359>
- Nathadewi, K. S., & Sukawati, T. G. R. (2019). Peran Kepuasan Dalam Memediasi Pengaruh Kualitas Pelayanan Terhadap Niat Beli Ulang Konsumen Lion Air. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6658.
- Nazaruddin, N., Hidayat, R., & Andreas, R. (2020). Analisis Strategi Pemasaran Dan Pelayanan Dalam Upaya Peningkatan Kualitas Daya Saing Biro Perjalanan Haji Dan Umroh Prospektif Ekonomi Syari'ah (Studi Pada PT. Makkah Multazam Safir dan Al Madinah). *Nizham Journal of Islamic Studies*, 8(01), 1. <https://doi.org/10.32332/nizham.v8i01.2090>
- Palma, M. A., & Andjarwati, A. L. (2016). Pengaruh kualitas produk, kemudahan, dan harga terhadap niat beli ulang dengan kepuasan sebagai variabel intervening (Studi pada pelanggan produk fashion melalui toko online di surabaya). *Jurnal Riset Ekonomi Dan Manajemen*, 16(1), 84-104.
- Park, S., Hahn, S., Lee, T., & Jun, M. (2018). Two factor model of consumer satisfaction: International tourism research. *Tourism Management*, 67, 82-88. <https://doi.org/10.1016/j.tourman.2018.01.007>
- Phuong, N. N. D., & Dai Trang, T. T. (2018). Repurchase intention: The effect of service quality, system quality, information quality, and customer satisfaction as mediating role: A PLS approach of m-commerce ride hailing service in Vietnam. *Marketing and Branding Research*, 5(2), 78.
- Prihatini, W., & Gumilang, D. A. (2021). The Effect of Price Perception, Brand Image and Personal Selling on the Repurchase Intention of Consumers B to B of Indonesian General Fishery Companies with Customer Satisfaction as Intervening Variables. *European Journal of Business and Management Research*, 6(2), 91-95.
- Rahmatulloh, M. Z. A., & Melinda, T. (2021). Analysis of the Effect of Service Quality and Customer Satisfaction on the Repurchase Intention, Word of Mouth and Customer Retention for Party Equipment Rental "Suyono" in Surabaya. *KnE Social Sciences*, 46-56-46-56.
- Saputra, M. H., Kristyassari, B., Farida, N., & Ardyan, E. (2020). An Investigation of Green Product Innovation on Consumer Repurchase Intention: The Mediating Role of Green Customer Value. *Journal of Environmental Management & Tourism*, 11(3 (43)), 622-633.
- Sarah, N. (2017). Pengaruh Store Atmosphere, Lokasi Dan Harga Terhadap Repurchase Intention (Studi kasus padakonsumen Carrefour DP Mall Semarang) [Other, Faculty of Social and Political Sciences]. <http://eprints.undip.ac.id/60226/>
- Siregar, A. I., & Mappadeceng, R. (2020). Pengaruh Kepercayaan, Harga dan Kemudahan terhadap Kepuasan Jemaah pada Biro Perjalanan Haji dan Umrah Kota Jambi. 8.
- Srivastava, K., & Sharma, N. K. (2013). Service quality, corporate brand image, and switching behavior: The mediating role of customer satisfaction and repurchase intention. *Services Marketing Quarterly*, 34(4), 274-291.
- Suhairi, D. (2020). Pengaruh Harga, Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Konsumen Di Pt. Honda Autobest Bandung. *MEDIA BINA ILMIAH*, 14(3), 2539-2548.
- Sun, J., Hu, G., Ma, J., Chen, Y., Wu, L., Liu, Q., Hu, J., Livoti, C., Jiang, Y., & Liu, Y. (2017). Consumer satisfaction with tertiary healthcare in China: Findings from the 2015 China National Patient Survey. *International Journal for Quality in Health Care*, 29(2), 213-221. <https://doi.org/10.1093/intqhc/mzw160>
- Suriyanto, M., Setiawan, M., Sumiati, S., & Sudjatno, S. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude and corporate image. *Management Science Letters*, 10(14), 3235-3242.
- Susanto, T. W. P., Sudapet, I. N., Subagyo, H. D., & Suyono, J. (2021). The Effect of Service Quality and Price on Customer Satisfaction and Repurchase Intention (Case Study at Crown Prince Hotel Surabaya). *Quantitative Economics and Management Studies*, 2(5), 288-297.
- Uysal, M., & Sirgy, M. J. (2019). Quality-of-life indicators as performance measures. *Annals of Tourism Research*, 76, 291-300. <https://doi.org/10.1016/j.annals.2018.12.016>
- Wulandari, S., & Marlina, N. (2020). Pengaruh Kualitas Layanan Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Pengguna Transportasi Migo Di Surabaya; *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(2), Article 2. <https://jurnalmahasiswa.unesa.ac.id/index.php/jptn/article/view/35411>

Zulfa, L., & Hidayati, R. (2018). Analisis Pengaruh Persepsi Risiko, Kualitas Situs Web, Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Konsumen E-Commerce Shopee Di Kota Semarang. *Diponegoro Journal of Management*, 7(3), 1-11.
<https://ejournal3.undip.ac.id/index.php/djom/article/view/21024>