
**THE INFLUENCE OF CUSTOMER SATISFACTION AND PRICE
REASONABILITY IN BUILDING CUSTOMER LOYALTY OF LOGISTICS
SERVICE COMPANIES**
(Study at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch)

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ABSTRACT

The increasingly tight competition in the logistics industry encourages companies to continue to improve service quality and set reasonable prices in order to maintain customer loyalty. This study aims to analyze the effect of service quality, perceived value, customer satisfaction, and price fairness on customer loyalty at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch. This study uses a quantitative approach with a survey method on 154 respondents who have used ADEX services at least twice. Data were collected through questionnaires and analyzed using the Partial Least Square (PLS) method. The results of the study indicate that service quality has a significant positive effect on customer satisfaction. However, perceived value does not have a significant effect on customer satisfaction or loyalty. In addition, service quality also does not have a direct effect on customer loyalty. On the other hand, price fairness is proven to have a significant positive effect on customer loyalty, indicating that competitive prices that are considered fair by customers can increase the likelihood of customers remaining loyal to using the company's services. Meanwhile, customer satisfaction is unable to mediate the relationship between service quality and perceived value on customer loyalty, and price fairness cannot moderate the relationship between customer satisfaction and loyalty. The implications of this study indicate the importance of improving communication and interaction in service and evaluating pricing policies to strengthen customer loyalty. PT. ADEX is advised to strengthen its pricing strategy and improve the perception of service value in order to create a more stable long-term relationship with customers.

Keywords: customer satisfaction, customer loyalty, service quality, price fairness

INTRODUCTION

Currently, changes in the global market are increasingly broad and tight. This makes consumer demands on product quality and services increasingly complex, impacting each top executive of the company to formulate its latest strategy to win global competition. Companies that are

able to win the competition are companies that understand and make efficiency improvements and create the latest innovations. Therefore, companies must focus on customers as the center of attention in all operations of the company. Various strategies have been adopted by companies to win the hearts of customers, including

service quality, customer convenience, pricing strategies and so on. In companies that offer services whose products are intangible, customer satisfaction is the benchmark for the quality of service provided. Consumer satisfaction in the long term can provide consumer loyalty to a company (Chandra, 2016).

In the transportation and logistics sector in Indonesia, this sector experienced a significant increase after the pandemic recovery period. As seen in the GDP graph for the first quarter of 2023, this sector ranked first with a growth of 15.93 percent.

If examined further, market performance in the transportation and logistics sector has also experienced quite significant growth. Deviyana (2023) wrote news on the IDX Channel that the transportation and logistics sector index (IDXTRANS) showed an increase with three stocks supporting the performance of this index for the first semester of 2023. The three stocks supporting the IHSG include PT Adi Sarana Armada Tbk with an increase of 62 percent; PT Blue Bird Tbk (BIRD) with an increase of 52 percent; and PT Tamas Tbk (TMAS) by 46 percent.

Related to the interesting increase in performance in the transportation and logistics sector, the study of consumer satisfaction and consumer loyalty factors can be highlighted. This sector is estimated to grow by around 5-8% this year (Fernandez, 2023). Supply chain entities that include warehouses, transportation, distribution centers, vendors, resources and the like are networks between companies and their suppliers to produce goods and then distribute them to consumers (Kenton, 2021). Most companies in this sector are B2B companies and consider customers

as the most important and valuable assets, because the company's greatest profit or income comes from this and B2B companies can more easily sell their services to customers who already know or have used the services of the company (Chandra, 2021). Customers in the B2B aspect are different from customers in the B2C context because B2B customers are companies or institutions, while B2C customers are end consumers or individuals and B2B is more related to identifying and satisfying the needs of business customers (Buttle & Maklan, 2019). This customer satisfaction must also be accompanied by customer loyalty because loyalty is a person's trust to make a return purchase or remain committed to choosing a product or service consistently in the future (Kotler & Keller, 2016).

Understanding B2B Buying Situations B2B buying situations are not one-size-fits-all. They are as diverse as the businesses involved, each with its own set of challenges and opportunities. There are three situations as described by Buttle & Maklan (2019) including a straight rebuy, which is a routine purchase of a previously ordered product or service, handled by the purchasing company without modification. Another situation is a modified rebuy, which is a reorder with changes to specifications, prices, or terms. This requires negotiation and consideration from multiple suppliers. The last situation is a new task, which is a first-time purchase of a product or service, which involves extensive research and evaluation.

One of the factors that can influence consumer satisfaction is the perception of service quality. Service quality plays

a very vital role for companies to meet consumer satisfaction, especially in the service industry. Chandra (2016) stated that good service quality starts from a perception from consumers, not from the company. Companies that provide services that have good quality standards are a requirement for a company to achieve consumer satisfaction. For consumers, the quality of a service and consumer satisfaction are rooted in well-organized services, thus resulting in a good perception for consumers. Research conducted by Putri & Utomo (2017) and Bali (2022) stated that the perception of service quality has a positive effect on customer satisfaction. However, different research results were conducted by Wicaksono et al. (2022) and Budiarno et al. (2022) whose results explain that the perception of service quality does not affect customer satisfaction. Perception of value is also a factor that influences customer satisfaction (Darmianti & Prabawani, 2019).

The concept of customer value shows a picture of customers where they compare what they want, and believe that they can get those benefits from a product or service. Customer value is vital for companies so that companies prioritize the perception of service quality so that consumers get satisfactory results. When a consumer uses a product or service and pays a certain price, the consumer will get the benefits they feel and compare it with the sacrifices that consumers have made. Research conducted by Darmianti & Prabawani (2019) states that the results of their research show that value perception has a significant positive effect on customer satisfaction. However, research conducted by

Latifah (2020) explains that value perception does not affect customer satisfaction.

The last factor in this study is price fairness. Price fairness is an aspect of consumer assessment before and after purchasing a product. Nainggolan and Hidayet (2020) explain that before making a purchase, consumers have full control to choose one of the many existing brand references. Likewise, after making a purchase, consumers can assess whether the price offered by the brand is truly reasonable with the benefits and quality of the product obtained. The impact of pricing is very large on consumer behavior. Kuah & Weerakkody (2015) explain that when people see a product with a high price, they will automatically assume that the product is of better quality than similar products with lower prices.

PT. Adika Dwikarya Utama (ADEX) this company is one of the companies that offers logistics services or 3PL which the company is aware of there is tight competition with similar companies. The value presented by AdEX is Logistics & Distribution Services that provide solutions according to customer needs, checking Delivery Letters, Shipping Invoices, and Proof of Delivery according to the Delivery Letter back to the customer and can be targeted with the time specified by the customer. The problem that arises in this company is the level of customer loyalty to the service provider company, for example some who no longer use the services of the company because they have switched to using services from other companies. This can be triggered by disappointment that arises from customers so that the perception of quality, customer expectations and

customer satisfaction are not met, customers feel dissatisfied with the service.

Based on the description above, a study was conducted to analyze the extent to which perceptions of service quality and customer expectations mediated by customer satisfaction can influence the level of customer loyalty. This is the background of the study entitled "The Influence of Customer Satisfaction and Price Fairness in Building Customer Loyalty of Logistics Service Companies: A Study at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch)".

METHOD

The research method used in this study is a quantitative approach, which focuses on hypothesis testing and the use of statistical methods to analyze data. The variables studied include perceptions of service quality (X1), perceptions of value (X2), customer satisfaction (Z), price fairness (Z2), and customer loyalty (Y). Quantitative research, according to Sugiyono (2018), involves collecting data statistically to test hypotheses and see the relationship between existing variables. This research was conducted at PT. Adika Dwikarya Utama, Yogyakarta branch, with a focus on the Bantul, Sleman, and Yogyakarta City areas which have denser industrial levels.

To obtain relevant data, researchers use clear operational definitions of variables, which are divided into several indicators to facilitate measurement. Perception of service quality, perception of value, customer satisfaction, price fairness, and customer loyalty have specific indicators measured by a Likert scale. This study uses the customer population of PT. Adika Dwikarya

Utama in the area, and the research sample was determined using a purposive sampling technique with the consideration that respondents have made purchases at least twice at the company.

The number of samples used was determined using the Slovin formula, which is based on the population size and the permissible error rate. With a population of 250 people, the calculation using the Slovin formula resulted in a sample of 154 people. Data were collected through an online questionnaire distributed to respondents. The data obtained were primary data collected directly from respondents through a questionnaire.

For data analysis, this study uses the Partial Least Square (PLS) analysis technique, which is part of the Structural Equation Modeling (SEM) method. PLS allows testing complex statistical models, even with small samples and missing data. PLS has two models, namely the outer model and the inner model. The outer model describes the relationship between latent variables and indicators, while the inner model shows the relationship between latent variables. PLS is used to test the proposed hypothesis and to develop further understanding of the relationship between the variables in this study.

RESULTS and DISCUSSION

The objects in the study were customers of PT. Adika Dwikarya Utama, Yogyakarta Branch located in Bantul Regency, Sleman Regency, and Yogyakarta City. The data collection technique in this study used a questionnaire that was distributed directly to respondents. From the data collection through, 154 respondents were obtained. Descriptive analysis of

respondent data in this study was observed to provide an overview of the research sample. From the questionnaires distributed, the collected data can be seen in the following table:

Table 1. Respondent Data

No	Criteria	Amount	Percentage (%)
1	Gender		
	a. Man	97	62.98%
	b. Woman	57	37.02%
Amount		154	100
2	How long have you been using PT. Adika Dwikarya Utama's services?		
	a. =<1 year		
	b. > 1 - =< 5 years	18	11.68%
	c. > 5 years	24	15.58%
		47	72.74%
Amount		154	100

Source: Processed data (2025)

Table 4.1 above shows that the gender of the research respondents is dominated by male respondents with 97 respondents or 62.98% and female respondents with 57 respondents or 37.02%. The length of time customers have used ADEX services who are respondents this time is dominated by

respondents who have used the service for >5 years as many as 47 respondents or 72.74% of respondents and more than a year or less than 5 years as many as 24 or 15.58% of respondents, respondents who have used ADEX services for less than a year as many as 18 respondents or 11.68%

Table 4.1 Descriptive Variables of Perception of Service Quality

No	Statement regarding Perception of Service Quality	Mean
1	ADEX employees look neat and clean.	3.92
2	The reception area at ADEX is neat and clean.	4.23
3	ADEX's delivery range is wide.	4.1
4	ADEX services related to the delivery of goods are still carried out even after working hours so that they can still be delivered according to ETA.	4.11
5	ADEX is able to maintain the security of the goods being shipped.	3.89
6	ADEX provides a guarantee for loss or damage to goods sent.	3.99
7	Employees continue to ensure that consumers follow the rules even in high intensity situations.	4.11
8	ADEX can maintain speed stability in service	4.01
9	Employees are able to answer well when there are questions from consumers who are facing difficulties.	4.1
10	Employees can make consumers feel safe when making transactions.	4
	Average Total	4.05

Source: Processed data (2025)

Table 4.2 shows the total average value of the service quality perception variable of 4.05. The statement with the

highest average is the statement: "The receptionist section at ADEX is neat and clean" which has a score of 4.23 or

Agree. While the lowest average value is in the statement "ADEX is able to maintain the security of the goods sent." which has an average score of

3.89. These results indicate that the majority of ADEX customers like the quality of service they do.

Customer Value Perception Variables

Table 3. Descriptive Variables of Customer Value Perception

No	Statements regarding Customer Value Perception	Mean
1	Consumers tell others about their experiences using ADEX services	3.72
2	Consumers assess that the decision to use ADEX services will be accepted by others	3.74
3	ADEX delivers good quality as promised	3.79
4	Errors in ADEX service delivery are rare	4.25
5	The benefits of ADEX services offered are in accordance with consumer expectations.	4.28
6	Consumers choose ADEX because the benefits it provides are better than other similar products.	3.88
	Average Total	3.95

Source: Processed data (2025)

Table 3 shows the total average value of the customer value perception variable of 3.95. The statement with the highest average is the statement: "The benefits of ADEX services offered are in accordance with consumer expectations" which has a score of 4.28. While the lowest average value is in the

statement "Consumers tell others about their experiences using ADEX services" which has an average score of 3.72. These results indicate that the majority of ADEX customers' perceptions like the values they do.

Customer Satisfaction Variables

Table 5. Descriptive Variables of Customer Satisfaction

No	Statement regarding Customer Satisfaction	Mean
1	Consumers feel that ADEX package delivery is in accordance with the provisions	3.98
2	Consumers are satisfied with ADEX's delivery performance	4.01
3	Consumers feel satisfied when making deliveries via ADEX	4.03
4	Consumers are willing to return to use ADEX delivery services	4.03
5	ADEX is one of the favorite delivery services to visit	4.09
6	ADEX is the best choice for using shipping services	3.97
7	Willing to invite relatives to send packages with ADEX because the experience gained was very satisfying.	4.03
8	Willing to give good rating in review to recommend shipping service to relatives	4.04
9	Ready to introduce ADEX as a safe delivery service	3.98
	Average Total	4.02

Source: Processed data (2025)

Table 4. shows the average value of the total customer satisfaction variable of 4.02. The statement with the highest average is the statement: "ADEX is one of the favorite delivery services to visit"

which has a score of 4.09 or Agree. While the lowest average value is in the statement "ADEX is the best choice for using delivery services" which has an average score of 3.97. These results

indicate that the majority of ADEX customers like to feel the satisfaction

they do.

Price Fairness Variable

Table 6. Descriptive Variable Price Fainess

No	Statement regarding Price Fairness	Mean
1	Consumers use PT. ADEX services at reasonable prices	3.89
2	In certain situations (high season/low season), consumers use ADEX services because of the competitive prices.	4.31
3	PT. ADEX's pricing/service tariff policy is in accordance with what is provided	3.96
4	PT. ADEX's pricing/service tariff policy is in accordance with company regulations	3.89
	Average Total	4.01

Source: Processed data (2025)

Table 4.5 shows the average value of the total price fairness variable of 4.01. The statement with the highest average is the statement: "In certain situations (high season/low season), consumers use ADEX services because of competitive prices" which has a score of 4.31 or Agree. While the lowest

average value is in the statement "Consumers use PT. ADEX services at reasonable prices" which has an average score of 3.89. These results indicate that the majority of ADEX customers like the price fairness they do.

Customer Loyalty Variables

Table 6. Descriptive Variables of Customer Loyalty

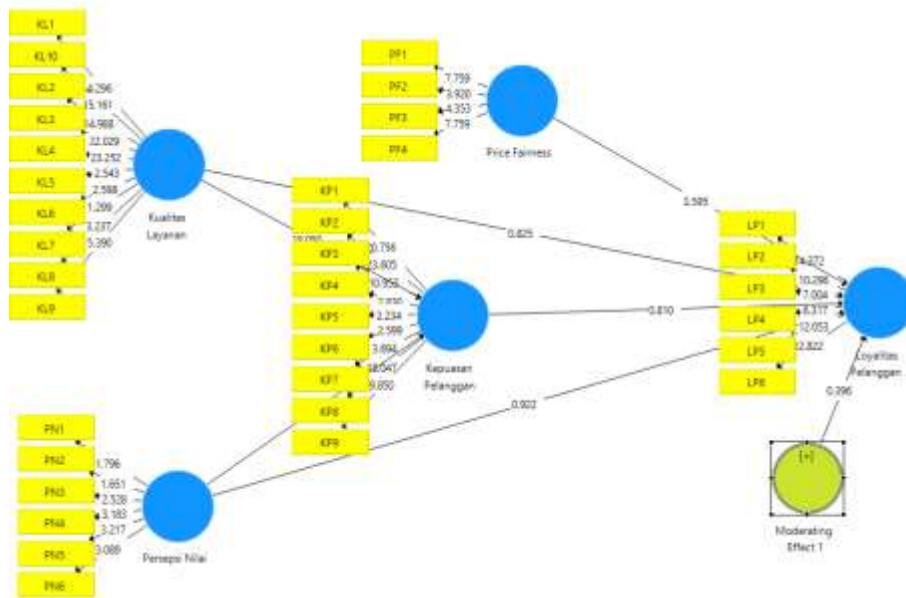
No	Statement regarding Customer Loyalty	Mean
1	Consumers use ADEX delivery services regularly	3.83
2	Although not routinely, consumers always use ADEX delivery services	4.22
3	Consumers are interested in using new products/services offered by ADEX	4.28
4	Consumers are interested in using ADEX services for shipping high-value goods.	3.91
5	Consumers will not switch from ADEX delivery services, even if other delivery services offer cheaper rates.	3.98
6	Consumers will invite others to use ADEX delivery services.	4.03
	Average Total	4.04

Source: Processed data (2025)

Table 4.6 shows the average value of the total customer loyalty variable of 4.04, which is Agree. The statement with the highest average is the statement: "Consumers are interested in using new products/services offered by ADEX" which has a score of 4.28.

While the lowest average value is in the statement "Consumers use ADEX delivery services regularly" which has an average score of 3.83. These results indicate that ADEX customers are loyal to what they do.

Figure 1. Hypothesis Testing



Source: Processed data (2025)

The basis for hypothesis testing in this study is the value contained in the output result for inner weight. The output results of the estimation for testing the structural model can be seen in the following table:

Figure 4 Test Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STD)	T Statistics (IO/STD)	P Value
KP-PF-LP -> Loyalty of Customers	-0.03	-0.026	0.08	0.372	0.71
Customer Satisfaction -> Loyalty of Customers	0.123	0.128	0.153	0.804	0.422
Service Quality -> Customer Satisfaction	0.755	0.758	0.045	16.75	0
Service Quality -> Loyalty of Customers	-0.131	-0.136	0.16	0.82	0.412
Perceived Value -> Customer Satisfaction	-0.072	-0.072	0.082	0.881	0.379
Perceived Value -> Loyalty of Customers	0.111	0.112	0.123	0.897	0.37
Price Fairness -> Loyalty of Customers	0.271	0.288	0.078	3.462	0.001

Source: Processed data (2025)

The results of testing with bootstrapping in this study from the PLS analysis are as follows:

1) Hypothesis Testing 1:

Service Quality on Customer Satisfaction, shows a p value (0.000) smaller than 0.05 which means Hypothesis 1 is accepted. Based on these results, it can be interpreted

2) Hypothesis Testing 2:

Customer Value on Customer Satisfaction, shows a p value (0.379) greater than 0.05 which means Hypothesis 2 is rejected. Based on these results, it

can be interpreted that Customer Value does not affect Customer Satisfaction.

3) Hypothesis Testing 3:

Service Quality on Customer Loyalty, shows a p value (0.412) greater than 0.05 which means Hypothesis 3 is rejected. Based on these results, it can be interpreted that Service Quality has no effect on Customer Loyalty.

4) Hypothesis Testing 4:

Perception of Value on Customer Loyalty, shows a p value

(0.370) greater than 0.05 which means Hypothesis 4 is rejected. Based on these results, it can be interpreted that Perception of Value does not affect Customer Loyalty.

5) Hypothesis Testing 5:

Price Fairness on Customer Loyalty, shows a p value (0.001) smaller than 0.05 which means Hypothesis 5 is accepted. Based on these results, it can be interpreted that Price Fairness has a significant positive effect on Customer Loyalty.

Tabel 7. Test Results

Path	Original	Sample	Standard	T Statistic	P Values
Kualitas Layanan -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.093	0.109	0.113	0.825	0.41
Persepsi Nilai -> Kepuasan Pelanggan -> Loyalitas Pelanggan	-0.009	-0.01	0.018	0.489	0.625

Source: Processed data (2025)

The results of testing the hypothesis of indirect influence through commitment as an intervening variable are in the image below:

1) Hypothesis Testing 6: Customer Satisfaction mediates the effect of Service Quality on Customer Loyalty, showing a p value (0.410) greater than 0.05 which means Hypothesis 6 is rejected. Based on these results, it can be interpreted that Customer Satisfaction has not been able to mediate the effect of Service Quality on Customer Loyalty.

2) Hypothesis Testing 7: Customer Satisfaction mediates the influence of Perceived Value on Customer Loyalty, showing a p value (0.625) greater than 0.05 which means Hypothesis 7 is rejected. Based on these results, it can be interpreted that Customer Satisfaction has not been able to

mediate the influence of Perceived Value on Customer Loyalty.

2) Hypothesis Testing 8: Price Fairness moderates the effect of Customer Satisfaction on Customer Loyalty, showing a p value (0.710) greater than 0.05 which means Hypothesis 7 is rejected. Based on these results, it can be interpreted that Price Fairness has not been able to moderate the effect of Customer Satisfaction on Customer Loyalty.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

The results of the study indicate that service quality has a significant positive effect on customer satisfaction, as evidenced by the p-value of 0.000 which is smaller than 0.05, so the hypothesis is accepted. The positive effect in this relationship can be interpreted as the higher the level of

service quality that occurs, the higher the level of customer satisfaction. This proves that the quality of service practiced by PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch has a significant effect on customer satisfaction.

The ability of retailers to satisfy customers does not depend on how well PT. Adika Dwikarya Utama (ADEX) employees serve customers. Retailers must continue to provide products and services with higher quality than their competitors if they want to stay ahead of the competition, namely by improving customer service. In this case, it proves that one way to satisfy customers is by providing the best service.

With good service, customer satisfaction is created. After customers are satisfied with the products and services received, customers will compare the services provided. If customers are truly satisfied, customers will make repeat purchases and customers will tell many people that the company is good and will be willing to recommend others to shop at the same place. Therefore, companies from now on must think carefully about how important customer service is through service quality. Because now it is increasingly recognized that service is an important aspect in surviving in the business world and winning the competition

According to Fitriana & Yuniati (2020) service can be felt, but its efforts do not only depend on the attitude or behavior of employees; more than that, business actors must provide all the resources they have to provide customer comfort and satisfaction. In other words, service is hard work that must be done to get the attention of

customers or consumers, presenting more efforts so that they can get what they need (Sari & Prasetya, 2020).

This research is in line with research conducted by Hendri and Rahman (2018) and Hapsari and Irawan (2023) that the perception of service quality has a significant positive effect on customer satisfaction.

The Influence of Value Perception on Customer Satisfaction

The results of the study indicate that Perceived Value does not affect customer satisfaction, as evidenced by the p-value of 0.379 which is greater than 0.05, so the hypothesis is rejected. This proves that the perception of customer value at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch has not provided a significant influence on customer satisfaction.

Customer value as a comprehensive assessment of the benefits of a product, based on customer perceptions of what is obtained with the costs incurred. For companies engaged in the service sector, providing quality services that are in accordance with the costs incurred by customers is an absolute must if the company wants to achieve success. From the results of this study, the customer value variable does not affect consumer satisfaction because the average respondent in this study was a private employee. In general, they only carry out tasks/orders from the company where they work to deliver goods at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch. So that customer value does not affect consumer satisfaction.

The results of this study contradict the research conducted by Widjaja and Araufi (2020) which explains that perceived value influences customer satisfaction.

The Influence of Service Quality on Customer Loyalty

The results of the study indicate that Service Quality does not affect customer loyalty, as evidenced by the p-value of 0.412 greater than 0.05, so the hypothesis is rejected. This proves that the quality of customer service at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch has not provided a significant influence on customer loyalty.

The results of the study show that service quality does not affect consumer loyalty. When reviewed based on descriptive statistical analysis, it is seen that the company's employees are able to provide the best service for every transaction made by customers, but the employees' ability to communicate is still lacking. This condition can encourage consumers to tend to use other logistics services because in the logistics industry, communication is important.

This shows that when customers receive services that are not as expected, it makes customers disloyal. PT. Adika Dwikarya Utama (ADEX) needs to provide the best quality of service to customers. Not only that, innovative institutional arrangements are also needed to improve the quality of service so that services become orderly and as a problem-solving model in promoting services (Fauzi AL, 2020). This is important to do in order to increase customer trust and make customers loyal and willing to return to use services repeatedly and regularly.

The results of this study contradict the research conducted by Hati and Juliati (2019) which explains that service quality has an effect on customer loyalty.

The Influence of Value Perception on Customer Loyalty

The results of the study indicate that Perceived Value does not affect customer loyalty, as evidenced by the p-value of 0.370 which is greater than 0.05, so the hypothesis is rejected. This proves that the perception of customer value at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch does not have a significant effect on customer loyalty.

When consumers assess the total utility of a product based on their impressions of what they receive and what is provided, they express their judgment of value. When consumers feel positive about a product, they will prioritize its use. This has not been seen in customers of PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch. The emotional role that appears in customer relationships has a very important role in building loyal consumers at PT. Adika Dwikarya Utama (ADEX).

Customer involvement can be considered as a behavior that arises from customers in placing themselves as customers by the company as a special concern that can build sustainability in the use of PT. Adika Dwikarya Utama (ADEX) services. The opportunity for customers to be emotionally involved in the operational use of the expedition services used can directly build a strong influence on the perception of value on customer loyalty. The attraction of consumers to stay on one service and not move to another service is a challenge for expedition service providers in retaining their consumers. The added value that can be offered from other services can be built through the existence of space for consumers to be

emotionally involved in the period of use felt by consumers.

The results of this study contradict the research conducted by Keshavarz & Jamshidi (2018) which explains that perceived value influences customer loyalty.

The Influence of Price Fairness on Customer Loyalty

The results of the study indicate that Price Fairness affects customer loyalty, as evidenced by the p-value of 0.001 greater than 0.05, so the hypothesis is accepted. The positive influence in this relationship can be interpreted as the higher the level of Price Fairness that occurs, the higher the level of customer loyalty. This proves that the Price Fairness of customers at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch has a significant influence on customer loyalty.

Price is a very important guideline for customers in measuring the accuracy between the benefits of the product obtained and the sacrifices made, either in the form of money or certain sacrifices. When customers assess the price paid for the service received as expected, there is a tendency that they will reuse (repurchase) the service which ultimately results in customer loyalty. This finding shows that when customers consider the price reasonable, it contributes significantly to their loyalty to the expedition service.

Price fairness as an important factor influencing customer loyalty in expedition services. Customers tend to show greater loyalty when they perceive prices as fair, transparent, and offer good value. Perceptions of price fairness increase customer satisfaction, which in turn drives loyalty to the

expedition service platform. (Kim et al, 2021) emphasize that price fairness is essential for building trust and maintaining long-term relationships, especially in a competitive sector such as expedition services.

The results of this study are in line with research conducted by Hapsari and Irawan (2023) which explains that price fairness has an effect on customer loyalty.

Customer Satisfaction Mediates the Effect of Service Quality on Customer Loyalty

The results of the study indicate that customer satisfaction has not been able to mediate the effect of service quality on customer loyalty, showing a p value (0.410) greater than 0.05. Good service quality will create customer loyalty without the need for a sense of satisfaction felt first, customers will be loyal directly when the service quality is felt to be good, good service quality can directly affect customer loyalty without having to go through customer satisfaction as an intermediary. Customers may highly value high quality and may show loyalty even though they may not explicitly state their satisfaction or have experience using services at PT. Adika Dwikarya Utama (ADEX).

Other factors such as trust in methods or recommendations from family and friends, may play a bigger role in customer loyalty than direct satisfaction. This is not in line with Situmorang's (2020) research, there is a strong indirect effect between service quality and customer loyalty through consumer satisfaction.

Customer Satisfaction Mediating the Influence of Perceived Value on Customer Loyalty

The results of the study indicate that customer satisfaction has not been able to mediate the influence of perceived value on customer loyalty, showing a p value (0.625) greater than 0.05. Perceived value is the consumer's perception of the value obtained from consuming a product or service at a price they are willing to pay, while consumer satisfaction is a form of customer experience after consuming a product or service. Sometimes, consumers of PT. Adika Dwikarya Utama (ADEX) feel that the product received has a value that matches the price paid, but this does not make the fact that consumers of PT. Adika Dwikarya Utama (ADEX) feel satisfied and committed to becoming loyal customers. This is not in line with the research of Firmansyah and Prihandono (2018) there is a strong indirect influence between perceived value on customer loyalty through consumer satisfaction

Price Fairness Moderating the Influence of Customer Satisfaction on Customer Loyalty

The results of the study indicate that price fairness has not been able to moderate the effect of customer satisfaction on customer loyalty, showing a p value (0.710) greater than 0.05. The perception of price fairness at PT. Adika Dwikarya Utama (ADEX) reflects consumers' subjective assessment of the extent to which the price they pay is commensurate with the quality, service, and experience they receive. If customers feel that the price they pay is commensurate with the value they receive, then they are likely to be satisfied. Conversely, customer satisfaction is measured by the extent to which their experience matches their expectations.

High customer satisfaction in an expedition service can create a strong emotional connection between customers and PT. Adika Dwikarya Utama (ADEX), which is the basis for long-term customer loyalty. Customer loyalty in PT. Adika Dwikarya Utama (ADEX) refers to the possibility of customers to return to the same expedition service repeatedly and recommend it to others. Therefore, in the context of expedition services. When customers are satisfied with the price they pay and feel that they are getting the right value, they tend to be more satisfied overall and tend to remain loyal.

This shows that the perception of price fairness not only directly affects customer satisfaction, but also indirectly affects customer loyalty. This is not in line with the research of Firmansyah and Prihandono (2018) that there is a strong indirect influence between price fairness and customer loyalty through consumer satisfaction.

CONCLUSION

This study aims to analyze the factors that influence customer loyalty at PT. Adika Dwikarya Utama (ADEX) Yogyakarta branch. The results showed that service quality has a significant positive effect on customer satisfaction, indicating that fast, friendly, and efficient service can increase customer satisfaction. However, customer value perception does not have a significant effect on customer satisfaction and loyalty, indicating that product and service value factors are not sufficient to form emotional relationships or customer loyalty. In addition, service quality also does not directly affect customer loyalty. This is due to the lack of employee communication skills that

affect customer decisions to use other logistics services.

Meanwhile, the price that is considered fair (price fairness) is proven to have a significant effect on customer loyalty, indicating that fair and transparent prices can influence customer purchasing behavior and create trust and satisfaction. However, customer satisfaction cannot mediate the effect of service quality or perceived value on customer loyalty. In addition, price fairness also cannot moderate the effect of customer satisfaction on customer loyalty.

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- The practical implications of this study are the importance of PT. Adika Dwikarya Utama Yogyakarta branch to improve customer value perception and focus on improving the quality of service communication in order to build stronger customer loyalty. This study has limitations, such as sampling that is only limited to one branch of the company and subjective measurements that can affect the results of the study. Future studies need to consider broader external factors and improve measurement methods to increase the validity and reliability of the findings.
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