

THE INFLUENCE OF BRAND IMAGE, CELEBRITY ENDORSEMENT, AND PRICE REASONABILITY ON RETURN PURCHASE INTENTIONS MEDIATED BY CUSTOMER SATISFACTION IN LION PARCEL CUSTOMERS**Vanessa Natalia^a, Velix Agung Raylando^b, Yuliantini^c, Dian Artanti Arubusman^d**^{a,b,c,d} Faculty of Management and Business, Institut Transportasi dan Logistik
Trisakti, Jakarta, Indonesia*Corresponding author: vanessanatalia53@gmail.com*

Abstract: This study empirically analyses the effect of brand image, celebrity endorsement, and price fairness on repurchase intention mediated by customer satisfaction for Lion Parcel customers in Indonesia. This research is descriptive and quantitative. The analysis method used is SEM-PLS (Structural Equation Model – Partial Least Square) Smart PLS 4.0 software with the number of respondents as many as 181 people who were taken by purposive sampling. The results of this study are the influence of Brand Image and Celebrity Endorsement on Customer Satisfaction. Moreover, Price Fairness does not directly affect Repurchase Intention because even though the price offered is fair, customers will reuse Lion Parcel again if the perceived price fairness is in line with creating customer satisfaction.

Keywords: *Brand Image, Celebrity Endorsement, Price Fairness, Repurchase Intention*

1. Introduction

Goods delivery logistics service companies in Indonesia are experiencing very rapid development due to the increasing number of Indonesians who do online shopping. In line with increasing consumer demand for goods delivery, the number of goods delivery service companies has continued to increase in the last 10 years, as seen by the emergence of new names such as Lion Parcel (2013), Ninja Express (2014), J&T (2015), SiCepat Express (2017), ID Express (2019), Antaraja (2019). With the increasing number of choices of goods delivery service companies, it is easier for consumers to move from one company to another.

Based on data from <https://www.topbrand-award.com/> in 2023 quarter two shows that the top 5 Top Brand Index (TBI) for freight forwarding services is held by J&T (33,30%), JNE (29,10%), TIKI (10,60%), Pos Indonesia (7,30%) dan DHL (7,20%). TBI in 2022, JNE (39,30%), J&T (23,10%), TIKI (11,10%), Pos Indonesia (8,50%) and DHL (6,90%). TBI in 2021 was achieved by J&T (33,40%), JNE (28%), TIKI (11,20%), Pos Indonesia (8,50%), and DHL (6%). From this data, competition is very tight in freight forwarding companies.

Lion Parcel, a subsidiary of Lion Air Group, started its operations on February 14, 2013, in the field of courier and logistics services with domestic and international delivery service areas supported by the strength of the flight fleet owned by Lion Air Group. Lion Parcel helps the mission of the Lion Group to advance business in the field of supply companies by continuing to invest to maximize business growth. The Lion Parcel expedition makes it easier for people to use package and document delivery services for those who need delivery services. Based on data on the lionparcel.com web page, Lion Parcel experienced an increase in tonnage of goods shipped by 70% in 2022. However, the tight competition in freight forwarding companies has made Lion Parcel not included in the top 5 Top Brand Index, which results from measurements of mind share, market share, and commitment share.

The tight competition encourages Lion Parcel to innovate to increase brand awareness of the market share of millennials and Gen Z, namely by cooperating with public figures who

Table 1. Shipping Cost Price Jakarta - Bandung

No	Logistics Services Companies	Shipping Price
1	TIKI	Rp24.000
2	JNE	Rp30.000
3	Lion Parcel	Rp10.500
4	Ninja Express	Rp10.500
5	J&T	Rp11.000
6	Sicepat Express	Rp13.500
7	ID Express	Rp10.500
8	Antaraja	Rp13.000

Source: Shipper.ID (2023)

Amid competition in the highly competitive goods delivery service industry, Lion Parcel must maintain its existence by increasing repurchase intention and having an advantage in competition. Repurchase intention is an important concept in the business world. It has become the focus of many companies because, through repurchase intention, it can reduce the cost of acquiring new customers (Rintis, 2021). Repurchase intention is a personal assessment of purchasing services at the same company, considering the possibility of the current situation/circumstances (Hellier et al., 2003). The main driving factors of repurchase intention are *customer satisfaction, trust, and commitment* (Elbeltagi & Agag, 2016). *Customer Satisfaction* is a customer's emotional reaction, both happy and relief, because of fulfilling expectations and desires after buying and using the product or service (Novianti et al., 2018).

Seeing the problems described above, the researchers are interested in researching Lion Parcel customers with the title "*The effect of Brand Image, Celebrity Endorsement, and Price Fairness on Repurchase Intention Mediated by Customer Satisfaction*"

2. Literature review

2.1. *Brand Image*

The brand image represents the entire brand and is formed from information and past experiences. Brand image is formed from consumer understanding through the brand's strength, liking, and uniqueness (Mitra & Jenamani, 2020). According to Dash et al., (2021) Brand image is a subjective and perceptual phenomenon formed from rational and emotional consumer impressions. It forms a multidimensional construct that combines value, quality, attitude, and brand perception. Brand image is customer's perception regarding a positive impression of a brand (Hawkins & Mothersbaugh, 2010). So, the overall brand image is the public's perception of a product from various information that has been obtained. Brand image has a role for a company to increase consumer satisfaction in using its products (Gstngr & Yasa, 2021). In this study, the brand image variable is measured by 4 indicators: a good reputation, an attractive brand, a pleasant brand, and a brand that shows the value of social status (Lien et al., 2015)

2.2. *Celebrity Endorsement*

Celebrity endorsement is supported in the form of advertising as an advertising star to help increase the selling value of the product so that it is more attractive (Suhardi & Irmayanti, 2019). According to (Suryadi, 2018), an Endorser is one of the symbols commonly known as a direct source for providing message and demonstrating a service or product in promotional activities to support the effectiveness of message delivery.

The main purpose of using celebrities as endorsers of products or services is to encourage attention to a brand and influence consumers to assess the brand well. (Erdogan, 1999; Liu et al., 2007; Osei-Frimpong et al., 2019). Thus, celebrity endorsement can be an icon that is important in convincing consumers of brand credibility or attractiveness so that the message conveyed can be comprehensive and effective. According to (GoldenSmith, 2008), there are three indicators in evaluating celebrity endorsers: trustworthiness, expertise, and attractiveness (Litvin et al., 2008; Nawangsari et al., 2020)

2.3. *Price Fairness*

Price fairness can be defined as consumers' perceptions of whether the outcome or transaction process is reasonable, fair, and acceptable (Rothenberger, 2015). (Xia et al., 2004) suggests price fairness is an assessment and emotion that consumers feel towards price differences with other competitors' prices, whether the price the seller gives is acceptable, fair, or justified. (Setiawan et al., 2020a) State that price fairness is one of the assessments to obtain reasonable and acceptable consumer results. Consumers expect that the price meets standards, equality, and social needs. In the research conducted by (Setiawan et al., 2020a), there are two dimensions of price fairness: consumer knowledge and appropriate choices. Indicators of the consumer knowledge dimension, namely, the price given meets consumer expectations, and the price can compete with competitors. Meanwhile, the appropriate choice dimension has indicators of affordable prices and the match between service quality and the price given.

2.4. *Customer Satisfaction*

Customer satisfaction is a feeling of happiness or disappointment from a consumer that arises after comparing his perception or impression of performance below expectations with unsatisfied consumers. In contrast, performance exceeding expectations will satisfy and make consumers happy (Kotler & Keller, n.d.). Meanwhile, according to Stopka, customers are important for companies, especially in the logistics sector, because it is one of the factors that companies can compete with their competitors (Ayu Wardhani et al., n.d.). Customer satisfaction can occur in various forms, such as enjoyment, pleasure, and joy when having experiences using a product or service of a brand (Gummerus et al., 2012; Tuti & Sulistia, 2022). This study uses 3 indicators: pleasure in service, fulfilment of expectations, and satisfying experience (Setiawan et al., 2020b)

2.5. *Repurchase Intention*

Repurchase Intention is an action after purchase caused by the satisfaction experienced by consumers after purchasing or using previous services (Ain & Ratnasari, 2015). High value for products or services can encourage increased consumer satisfaction, which allows consumers to make repurchase intentions (Ferry et al., n.d.). According to (Putri et al., 2019), repurchase intention is measured using 4 indicators: referential interest, transactional interest, exploratory interest, and preferential interest.

3. *Research Framework and Hypotheses*

3.1. *The Relationship of Brand Image on Customer Satisfaction*

Companies that have a good brand image can increase customer satisfaction. Brand image influences customer satisfaction, which has been supported by research conducted by (Abbas et al., 2021; Dam & Dam, 2021; Pengiriman et al., 2022). Brand image is important for companies that want to increase customer satisfaction (Hess & Story, 2005). A good relationship between the company and the customer will show the relationship between brand image and customer satisfaction. From the research that has been done,

the hypothesis proposed is:

H₁: Brand image affects customer satisfaction

3.2. *The Relationship of Celebrity Endorsement on Customer Satisfaction*

High customer satisfaction can be generated with superior celebrity endorsers. (Azhari & Tjahjaningsih, 2023). Other studies that support the influence of celebrity endorsement on customer satisfaction are (Meidiarti & Author, 2022; Mutadun & Tjahjaningsih, 2022). The promotion of physical activity can be effectively achieved through celebrity endorsement. Therefore, celebrities are considered a source of positive emotions for consumers. From the research that has been done, the hypothesis proposed is:

H₂: There is an influence of celebrity endorsement on customer satisfaction

3.3. *The Relationship of Price Fairness on Customer Satisfaction*

Price is important in consumer purchases. Therefore, price greatly influences consumer satisfaction assessment (Konuk, 2018). It is supported by research conducted by (Gumussoy & Koseoglu, 2016a; Karmeita et al., 2020; Setiawan et al., 2020a), namely price fairness can influence customer satisfaction. The fairer the price offered to customers, the higher customer satisfaction (Anggi Bellyanti & Rahyuda, 2019). Previous research has proven that price fairness positively impacts customer satisfaction (Gumussoy & Koseoglu, 2016b; Severt et al., 2022). Thus, the proposed hypothesis is:

H₃: Price fairness affects customer satisfaction

3.4. *The Relationship of Brand Image on Repurchase Intention*

Companies with a good brand image tend to desire to repurchase. Therefore, according to research conducted by (Kusumaningrum et al., 2018; Widyasari & Suparna, 2022a). A company needs to build a good brand image. A strong and good brand image can be a consumer assessment to buy a product. These results are also supported by research conducted by (Arif, 2019; Riki Wijayajaya & Tri Astuti, 2018). Thus, the hypothesis proposed is:

H₄: Brand image affects repurchase intention

3.5. *The Relationship of Celebrity Endorsement on Repurchase Intention*

Consumers believe that seeing trusted celebrities use a product or service can increase their desire to repurchase it (Raheem Ahmed et al., 2015). There is an influence between celebrity endorsement and repurchase intention. Some researchers, such as (Syahmaini Siregar & Tarigan, 2022; Widyasari & Suparna, 2022). From several studies that have been conducted, the proposed hypothesis is:

H₅: Celebrity Endorsement affects Repurchase Intention

3.6. *The Relationship of Price Fairness on Repurchase Intention*

Repurchase intention will be influenced by price and compared to the service consumers feel (Graciola et al., 2018). The existence of an influence between price fairness and repurchase intention is supported by research conducted by (Katyal et al., 2019; Marisa & Rowena, n.d.). For this reason, in this study, the next hypothesis is:

H₆: Price fairness affects repurchase intention

3.7. *The Relationship of Customer Satisfaction on Repurchase Intention*

Repurchase intention will occur when consumers have positive customer satisfaction with a service or product that has been purchased (Do et al., 2023; Law et al., 2022; Prihatini & Gumilang, 2021). High customer satisfaction is a key factor that companies are always looking for so that the products sold can last a long time and can improve the company's reputation. It has an impact on company profits. Thus, the next hypothesis is:

H₇: Customer satisfaction affects repurchase intention

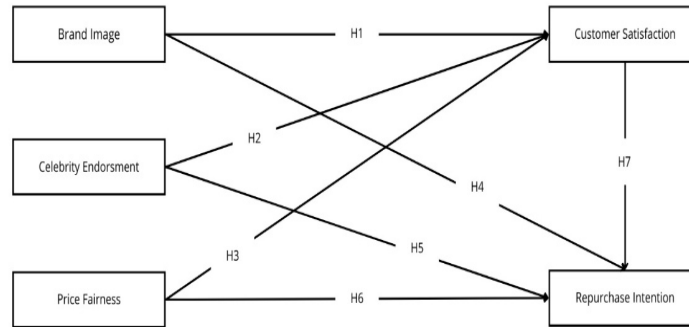


Fig 1. Conceptual Framework

4. Research method

This research is quantitative research and hypothesis testing using the SEM-PLS (*Structural Equation Model – Partial Least Square*) method. The population in this study were all customers or users. The sampling technique used *purposive sampling*. The respondent criteria used in this study are (1) high school education and (2) respondents have sent goods at least two times in the last 6 months. Researchers used 18 indicators to measure five (5) variables, so the minimum sample used was the number of samples = the number of indicators multiplied by 10. In this study, the number of samples was $18 \times 10 = 180$ respondents. Of the many Google Forms distributed to respondents. This number meets the minimum sample size requirement of ten (10) times the number of indicators (Hair et al., 2019).

Table 2. Table list of indicators

Variable	Indicator	Source
<i>Brand Image</i>	BI 1. A good reputation BI 2. An attractive brand BI 3. A pleasant brand	(Lien et al., 2015)
<i>Celebrity Endorsement</i>	CE 1. Trustworthiness CE 2. Expertise CE 3. Attractiveness	(Litvin et al., 2008)
<i>Price Fairness</i>	PI 1. Affordable prices PI 2. The match between service quality and the price given PI 3. The price given meets consumer expectations PI 4. The price can compete with competitors	(Pramana Putra Putu & Wayan Ekawati, n.d.; Setiawan et al., 2020b)
<i>Customer Satisfaction</i>	CS 1. I feel happy with the service provided CS 2. I am satisfied with the overall services and procedures offered CS 3. I enjoy the delivery of goods CS 4. My choice in shipping goods through this company is a wise choice	(Do et al., 2023)

Repurchase Intention

RI 1. I am likely to make a repeat purchase from this delivery service
RI 2. I will make another purchase from this delivery service
RI 3. I would rather continue than stop repurchasing from this delivery service
RI 4. I intend to use this delivery service rather than choosing an alternative delivery service

(Do et al., 2023)

5. Result

5.1. Validity and Reliability Testing

From the calculation result with the SmartPLS tool, the following result can be obtained:

Table 3. *Square Root of AVE and Correlation Between Variables*

Variables	AVE	Root of AVE
Brand Image	0,673	0,820
Celebrity Endorsement	0,763	0,873
Price Fairness	0,712	0,844
Customer Satisfaction	0,669	0,818
Repurchase Intention	0,690	0,831

Source: Processed Data (SmartPLS 4.0), 2023

All variables' AVE square root value is higher than the correlation coefficient between constructs and other constructs, so it can be concluded that this value has good discriminant validity. Table 3 shows that the variables brand image, celebrity endorsement, price fairness, customer satisfaction, and repurchase intention can reflect each valid variable because the AVE value is $> 0,50$.

5.1.1. Reliability Testing

The most common method in reliability testing is looking at Cronbach's Coefficient Alpha and Composite Reliability values. The instrument can be reliable if the Cronbach's Coefficient Alpha value exceeds (Ghozali, 2016). Meanwhile, the Composite Reliability method's value is acceptable if the value is $< 0,70 < 0,95$ (Hair et al., 2019)

Table 4. *Reliability Indicator*

Variable	Composite Reliability	Cronbach's Alpha	Result
Brand Image	0,860	0,757	Reliable
Celebrity Endorsement	0,906	0,845	Reliable
Price Fairness	0,908	0,865	Reliable
Customer Satisfaction	0,890	0,836	Reliable
Repurchase Intention	0,899	0,850	Reliable

Source: Processed Data (SmartPLS 4.0), 2023

5.1.2. Validity Testing

In this study, validity testing was carried out with 2 criteria, namely, convergent validity and discriminant validity. Convergent validity is a multi-item scale validity test representing a situation where items that measure the same construct have a variance greater than 70% (Hair et al., 2019). The degree of correlation between the two concept's measures is determined by convergent validity. Drawing conclusion from a concept and then connecting them to the summation scale.

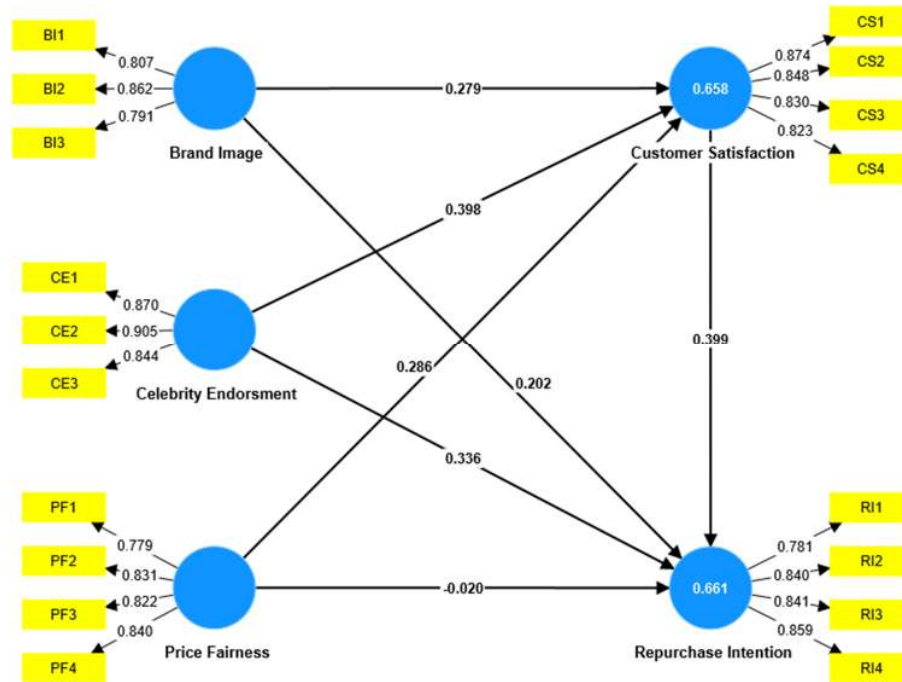


Fig 2. PLS Algorithm

The validity test result in the figure above show that each dimension's loading factor value has a loading factor value $> 0,70$, so it can be concluded that it meets the convergent validity criteria

5.2. Discriminant Validity

The discriminant is the cross-loading value between the indicator and the measured construct, revealing its validity. The measured construct's correlation with its indicators must be higher than the correlation between its indicators and those of the constructs.

Table 5. Discriminant Validity

	Brand Image	Celebrity Endorsement	Price Fairness	Customer Satisfaction	Repurchase Intention
BI ₁	0.807	0.474	0.561	0.502	0.544
BI ₂	0.862	0.514	0.617	0.668	0.579
BI ₃	0.791	0.373	0.553	0.575	0.483
CE ₁	0.485	0.870	0.535	0.370	0.579
CE ₂	0.541	0.905	0.673	0.428	0.710
CE ₃	0.421	0.844	0.562	0.360	0.555

PF ₁	0.609	0.704	0.874	0.512	0.663
PF ₂	0.611	0.556	0.848	0.574	0.604
PF ₃	0.567	0.454	0.830	0.571	0.613
PF ₄	0.590	0.571	0.823	0.582	0.669
CS ₁	0.560	0.284	0.437	0.779	0.379
CS ₂	0.578	0.323	0.484	0.831	0.450
CS ₃	0.553	0.437	0.542	0.822	0.461
CS ₄	0.629	0.393	0.668	0.840	0.457
RI ₁	0.503	0.539	0.573	0.397	0.781
RI ₂	0.496	0.671	0.610	0.430	0.840
RI ₃	0.547	0.557	0.585	0.395	0.841
RI ₄	0.623	0.590	0.732	0.547	0.859

Source: Processed Data (SmartPLS 4.0), 2023

From the table above, it can be concluded that the latent construct can predict the indicators in its block well compared to other indicators, so the indicators used in this study have met the discriminant validity criteria.

5.3. Direct Effect

The correlation between the variables is shown in table 6. If $T_{count} > 1,97 T_{table}$ Hypothesis testing is done at significance level of 5%. In order to test the hypothesis between variables and determine how much effect exists between them, this study used the Smart PLS 4.0 Bootstrapping approach.

Table 6. Path Coefficients and T-Values

Path	Original Sample (O)	T Statistics	P Values	Result
Brand Image → Customer Satisfaction	0,279	2,984	0,003	Significant
Brand Image → Repurchase Intention	0,202	2,691	0,007	Significant
Celebrity Endorsement → Customer Satisfaction	0,398	6,884	0,000	Significant
Celebrity Endorsement → Repurchase Intention	0,336	3,952	0,000	Significant
Customer Satisfaction → Repurchase Intention	0,399	4,348	0,000	Significant

Price Fairness → Customer Satisfaction	0,286	3,678	0,000	Significant
Price Fairness → Repurchase Intention	-0,020	0,280	0,779	Not Significant

Source: Processed Data (SmartPLS 4.0), 2023

Based on table 6, brand image affects customer satisfaction, as shown by a $t_{\text{count}} 2,984 > 1,97$. It shows that brand image directly influences customer satisfaction, as measured by a correlation coefficient 0,279. Brand image positively influences repurchase intention with $t_{\text{count}} 2,691 > 1,97$ and with an original sample of 0,202. Brand image directly affects repurchase intention. The t_{count} value $6,884 > 1,97$ shows that celebrity endorsement positively influences customer satisfaction, with a correlation coefficient of 0,398. Celebrity endorsement has a direct effect on customer satisfaction. Celebrity endorsement significantly influences repurchase intention, with a t_{count} of $3,952 > 1,97$ and a correlation coefficient of 0,336. In addition, customer satisfaction also significantly influences repurchase intention, with a t_{count} of $4,348 > 1,97$ and a correlation coefficient of 0,399. The correlation coefficient is 0,268 with a t_{count} value of $3,678 > 1,97$ meaning that price fairness significantly affects customer satisfaction. However, the coefficient value is $-0,020$ with a t_{count} of $0,280 < 1,97$, meaning price fairness has no effect on repurchase intention

5.4. Indirect Effect

Table 7 shows an indirect relationship between brand image, celebrity endorsement, and price fairness on repurchase intention through customer satisfaction as an intervention variable

Table 7. Indirect Effects

	Original Sample (O)	T Statistics	P Values	Result
Brand Image → Customer Satisfaction → Repurchase Intention	0,112	2,560	0,010	Significant
Celebrity Endorsement → Customer Satisfaction → Repurchase Intention	0,159	3,272	0,001	Significant
Price fairness → Customer Satisfaction → Repurchase Intention	0,114	3,091	0,003	Significant

Source: Processed Data (SmartPLS 4.0), 2023

- 5.5. From Table 7, customer satisfaction mediates between brand image and repurchase intention. The indirect effect results state a $t_{\text{statistic}}$ value of $2,560 > 1,97$, with a P-value of 0,010. Customer satisfaction is also a mediator between celebrity endorsement and repurchase intention, with a $t_{\text{statistic}}$ of $3,277 > 1,97$ with a p-value of 0,001. Proving that customer satisfaction significantly influences the relationship between celebrity endorsement and repurchase intention. Customer satisfaction also influences the relationship between price fairness and repurchase intentions. It is indicated by the results

of the indirect effect with a value $t_{\text{statistic}}$ of 3,091 > 1,97 and with a p-value of 0,003.

5.6. Goodness of Fit Test

Table 8 shows the criteria for R-squared values with 0,75 strong, 0,50 medium, and 0,25 low values.

Variabels	R ²	Result
Customer Satisfaction	0,658	Moderate
Repurchase Intention	0,661	Moderate

The Q-squared shows how well the structural model fits the data as follows

$$Q^2 = 1 - (1 - 0,658) (1 - 0,661) = 0,88$$

The Q-squared obtained is 0,88, which means that the Q-Squared is greater than 0, so it can be concluded that the model is proven to have predictive with a strong value.

6. Discussion

There is an impact of brand image on customer satisfaction

Brand image affects customer satisfaction. Brand image forms a view or perception of the quality of the brand's services. If consumers have a good reputation view of a brand, then consumers will consider the service to be of good quality, which can form customer satisfaction. The results of this study support research conducted by (Abbas et al., 2021; Hutzinger & Weitzl, 2022) where brand image is one of the supporting factors in increasing customer satisfaction.

There is an impact of celebrity endorsement on customer satisfaction

Celebrity Endorsement has a direct effect on Customer Satisfaction. When celebrities whom customers respect endorse or associate with a brand, the customer's perception of the brand may change. It can increase customer trust and increase their satisfaction. The results of this study support research conducted by (Meidiarti & Author, 2022; Mutadun & Tjahjaningsih, 2022) that celebrity endorsement is a supporting factor in increasing customer satisfaction.

There is an impact of Price Fairness on Customer Satisfaction

If the price is fair, customers will be satisfied and have a good experience. If the price is unfair, customers will be dissatisfied and lose customers. It supports previous research (Gumussoy & Koseoglu, 2016b; Severt et al., 2022). Price Fairness can increase Customer Satisfaction.

There is an impact of Brand Image on Repurchase Intention

Brand Image has a direct effect on Repurchase Intention. A positive brand image encourages repurchase intentions because it fosters good perceptions, builds trust, and influences the consumer experience. Thus, consumers are more likely to consider buying services again from brands with good reputations. This research continues the research conducted by (Kusumaningrum et al., 2018; Widyasari & Suparna, 2022a). That Brand Image is a supporting factor in increasing Repurchase Intention.

There is an impact of Celebrity Endorsement on Repurchase Intention

Customers can feel more connected to services endorsed by celebrities they admire or identify with, which can increase repurchase intentions because they want to connect with celebrities through their services. This research conducted by (Syahmaini Siregar & Tarigan, 2022; Widyasari & Suparna, 2022). That Celebrity Endorsement is a supporting factor in increasing repurchase intention.

There is no impact of Price Fairness on Repurchase Intention

Even though the price is fair, customers may not use the services offered again. Price Fairness remains a key factor in decisions, as in previous research conducted by (Katyal et al., 2019; Marisa & Rowena, n.d.) where the study states that Repurchase Intention is influenced by price fairness, but this is not always sufficient to ensure Repurchase Intention. To retain and attract customers, Lion Parcel companies must consider service quality and fulfill consumer expectations to create good customer satisfaction. As in table 7 that has been done, price fairness has a significant effect on Repurchase Intention with Customer Satisfaction mediation.

There is an impact Customer Satisfaction on Repurchase Intention

Customers who are satisfied and happy with their experience tend to become loyal and reuse services from businesses that have met or exceeded their expectations. This research supports previous research (Do et al., 2023; Law et al., 2022; Prihatini & Gumilang, 2021). That Price Fairness is a supporting factor in increasing Repurchase Intention.

7. Conclusion

The results showed that three factors influence customer satisfaction: brand image, celebrity endorsement, and price fairness. In addition, three factors influence repurchase intention: brand image, celebrity endorsement, and customer satisfaction. In this study, there is no effect of price fairness on repurchase intention, which means that users of Lion Parcel services will only sometimes reuse goods delivery services even though they get low prices. Consumers will use Lion Parcel services again if the perceived prices fairness is in line with the creation of customer satisfaction. Customers who are satisfied and happy with their experience tend to become loyal and reuse services from businesses that have met or exceeded their expectations.

8. Implication

Overall, Lion Parcel has built customer satisfaction and repurchase intention by using brand image, celebrity endorsement, and price fairness. However, price is not one of the factors in fulfilling customer satisfaction. That must be supported by exemplary service quality as well. If customers are unsatisfied with the product or service quality, then consumers may not use Lion Parcel delivery services again, even though the price is considered fair.

References

- Abbas, U., Anwarul Islam Associate Professor, K. M., Hussain, S., Baqir, M., & Muhammad, N. (2021). IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY WITH THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND BRAND AWARENESS. *International Journal of Marketing Research Innovation*, 5(1).
<https://www.cribfb.com/journal/index.php/ijmri>
- Ain, N., & Ratnasari, R. T. (2015). PENGARUH CITRA MEREK MELALUI SIKAP KONSUMEN TERHADAP NIAT BELI ULANG PADA PRODUK BUSANA MUSLIM ZOYA DI SURABAYA. *JESTT*, 2.
- Anggi Bellyanti, L., & Rahyuda, K. (2019). Role of Customer Satisfaction Mediated Relationship Between Service Quality and Price Fairness on Repurchase Intentions. *International Journal of Sciences: Basic and Applied Research (IJSBAR)* *International Journal of Sciences: Basic and Applied Research*, 48(5), 48–59. <http://gssrr.org/index.php?journal=JournalOfBasicAndApplied>
- Arif, M. E. (2019). THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM), BRAND IMAGE, AND PRICE ON RE-PURCHASE INTENTION OF AIRLINE CUSTOMERS. *JURNAL APLIKASI MANAJEMEN*, 17(2), 345–356.
<https://doi.org/10.21776/ub.jam.2019.017.02.18>

- Ayu Wardhani, C., Sugianto, A., & Hermana, B. (n.d.). *Pengaruh Kualitas Layanan Logistik, Kepuasan Pelanggan, dan Citra Merek Terhadap Loyalitas Pelanggan Jasa Logistik Menggunakan Structural Equation Model*.
- Azhari, P., & Tjahjaningsih, E. (2023). Pengaruh celebrity endorser dan kepercayaan terhadap kepuasan konsumen dan dampaknya terhadap niat beli ulang. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 5(10). <https://journal.ikopin.ac.id/index.php/fairvalue>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122, 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Do, Q. H., Kim, T. Y., & Wang, X. (2023). Effects of logistics service quality and price fairness on customer repurchase intention: The moderating role of cross-border e-commerce experiences. *Journal of Retailing and Consumer Services*, 70. <https://doi.org/10.1016/j.jretconser.2022.103165>
- Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective. *Internet Research*, 26(1), 288–310. <https://doi.org/10.1108/IntR-10-2014-0244>
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Ferry, K., Cahya, P., & Farida, N. (n.d.). PENGARUH NILAI PELANGGAN DAN PROMOSI PENJUALAN TERHADAP REPURCHASE INTENTION MELALUI KEPUASAN PELANGGAN (Studi Pada Konsumen Alfa Cell Di Semarang). In *Jurnal Administrasi Bisnis: Vol. X* (Issue 2).
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23*. Univ. Diponegoro.
- Graciola, A. P., De Toni, D., de Lima, V. Z., & Milan, G. S. (2018). Does price sensitivity and price level influence store price image and repurchase intention in retail markets? *Journal of Retailing and Consumer Services*, 44, 201–213. <https://doi.org/10.1016/j.jretconser.2018.06.014>
- Gstngr, I. A. W. D., & Yasa, N. N. (2021). THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, BRAND TRUST ON CUSTOMER SATISFACTION AND LOYALTY. In *American International Journal of Business Management (AIJBM)* (Vol. 4, Issue 01).
- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*, 35(9), 857–877. <https://doi.org/10.1108/01409171211256578>
- Gumussoy, C. A., & Koseoglu, B. (2016a). The Effects of Service Quality, Perceived Value and Price Fairness on Hotel Customers' Satisfaction and Loyalty. *Journal of Economics, Business and Management*, 4(9), 523–527. <https://doi.org/10.18178/joebm.2016.4.9.446>
- Gumussoy, C. A., & Koseoglu, B. (2016b). The Effects of Service Quality, Perceived Value and Price Fairness on Hotel Customers' Satisfaction and Loyalty. *Journal of Economics, Business and Management*, 4(9), 523–527. <https://doi.org/10.18178/joebm.2016.4.9.446>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behaviour : building marketing strategy*. McGraw-Hill Irwin.
- Hess, J., & Story, J. (2005). Trust-based commitment: Multidimensional consumer-brand relationships. *Journal of Consumer Marketing*, 22, 313–322. <https://doi.org/10.1108/07363760510623902>
- Hutzinger, C., & Weitzl, W. J. (2022). Double jeopardy: effects of inter-failures and webcare on (un-)committed online complainants' revenge. *Internet Research*, 33(7), 19–45.

- Karmeita, G., Atmaja, K., Nyoman, N., & Yasa, K. (2020). The Role of Customer Satisfaction in Mediating the Influence of Price Fairness and Service Quality on the Loyalty of Low-Cost Carriers Customers in Indonesia. *International Research Journal of Management*, 7(5), 149–159. <https://doi.org/10.21744/irjmis.v7n5.984>
- Katyal, K., Kanetkar, V., & Patro, S. (2019). What is a fair fare? Exploring the differences between perceived price fairness and perceived price unfairness. *Journal of Revenue and Pricing Management*, 18(2), 133–146. <https://doi.org/10.1057/s41272-018-00182-2>
- Konuk, F. A. (2018). Price fairness, satisfaction, and trust as antecedents of purchase intentions towards organic food. *Journal of Consumer Behaviour*, 17(2), 141–148. <https://doi.org/10.1002/cb.1697>
- Kotler, P., & Keller, K. L. (n.d.). *Marketing management*.
- Kusumaningrum, M., Fadillah, A., Warsito, T., & Octora, Y. (2018). *Service Performance, Brand Image and Repurchase Intention A Study Comparison of Citilink and Lion Air Airlines*.
- Law, C. C. H., Zhang, Y., & Gow, J. (2022). Airline service quality, customer satisfaction, and repurchase Intention: Laotian air passengers' perspective. *Case Studies on Transport Policy*, 10(2), 741–750. <https://doi.org/10.1016/j.cstp.2022.02.002>
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Liu, M., Huang, Y.-Y., & Minghua, J. (2007). Relations among attractiveness of endorsers, match-up, and purchase intention in sports marketing in China. *Journal of Consumer Marketing*, 24, 358–365. <https://doi.org/10.1108/07363760710822945>
- Marisa, O., & Rowena, J. (n.d.). PENGARUH PRICE FAIRNESS TERHADAP REPURCHASE INTENTION HIGH END MAKE UP DAN SKIN CARE PADA GENERASI MILENIAL DI JAKARTA. In *Maret* (Vol. 2020, Issue 2).
- Meidiarti, L., & Author, C. (2022). *ANALYSIS OF CELEBRITY ENDORSEMENTS IN SOCIAL MEDIA ON CONSUMER SATISFACTION THROUGH PURCHASE DECISIONS FOR SCARLETT WHITENING PRODUCTS (CASE STUDY IN BEKASI CITY)*. 3(6). <https://doi.org/10.31933/dijemss.v3i6>
- Mitra, S., & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer reviews. *Journal of Business Research*, 114, 213–226. <https://doi.org/10.1016/j.jbusres.2020.04.003>
- Mutadun, S., & Tjahjaningsih, E. (2022). Economics and Digital Business Review Pengaruh Brand Ambassador Celebrity, Gaya Hidup dan Kepercayaan terhadap Proses Keputusan Pembelian (Studi Kasus Market Place Shopee). *Economics and Digital Business Review*, 3, 123–131.
- Nawangsari, L. C., Widayati, C. C., & Crazy, A. E. (2020). The Effect of Celebrity Endorsement, Electronic Word of Mouth, and Customer Satisfaction to Purchasing Decision. *Journal of Marketing and Consumer Research*, 67.
- Novianti, N., Endri, E., & Darlius, D. (2018). KEPUASAN PELANGGAN MEMEDIASI PENGARUH KUALITAS PELAYANAN DAN PROMOSI TERHADAP LOYALITAS PELANGGAN. *MIX: JURNAL ILMIAH MANAJEMEN*, 8(1), 90. <https://doi.org/10.22441/mix.2018.v8i1.006>
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), 103–121. <https://doi.org/10.1080/10696679.2018.1534070>
- Pengiriman, J., Sutrisno, J., Tannady, H., Santoso, M. H., Karman, A., & Jayanto, I. (2022). Analysis

- of the Role of Service Quality, Price and Brand Image on Customer Satisfaction of JNE Delivery Services Analisis Peran Service Quality, Harga Dan Brand Image Terhadap Customer Satisfaction. In *Management Studies and Entrepreneurship Journal* (Vol. 3, Issue 6). <http://journal.yrpioku.com/index.php/msej>
- 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. <https://doi.org/10.24018/ejbmr.2021.6.2.756>
- Putri, I. G. A. A. M. P., Darwini, S., & Mujahid Dakwah, M. (2019). *PENGARUH TRUST DAN EASY OF USE TERHADAP MINAT BELI ULANG PADA MARKETPLACE SHOPEE DI KOTA MATARAM*.
- Raheem Ahmed, R., Kumar Seedani, S., Kumar Ahuja, M., & Kumar Paryani, S. (2015). *Impact of Celebrity Endorsement on Consumer Buying Behavior*. <http://ssrn.com/abstract=2666148>
- Riki Wijayajaya, H., & Tri Astuti, S. R. (2018). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *KnE Social Sciences*, 3(10), 915. <https://doi.org/10.18502/kss.v3i10.3182>
- Rothenberger, S. (2015). Fairness through transparency: The influence of price transparency on consumer perceptions of price fairness. *Univ. Libre de Bruxelles, Solvay Brussels School of Economics and Management, Centre Emile Bernheim*, 1–32.
- Setiawan, E. B., Wati, S., Wardana, A., & Ikhsan, R. B. (2020a). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5), 1095–1102. <https://doi.org/10.5267/j.msl.2019.10.033>
- Setiawan, E. B., Wati, S., Wardana, A., & Ikhsan, R. B. (2020b). Building trust through customer satisfaction in the airline industry in Indonesia: Service quality and price fairness contribution. *Management Science Letters*, 10(5), 1095–1102. <https://doi.org/10.5267/j.msl.2019.10.033>
- Severt, K., Shin, Y. H., Chen, H. S., & DiPietro, R. B. (2022). Measuring the Relationships between Corporate Social Responsibility, Perceived Quality, Price Fairness, Satisfaction, and Conative Loyalty in the Context of Local Food Restaurants. *International Journal of Hospitality and Tourism Administration*, 23(3), 623–645. <https://doi.org/10.1080/15256480.2020.1842836>
- Suhardi, D., & Irmayanti, R. (2019). Pengaruh Celebrity Endorser, Citra Merek, dan Kepercayaan Merek Terhadap Minat Beli Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, 3, 53. <https://doi.org/10.33603/jibm.v3i1.2086>
- Suryadi, E. (2018). *Strategi Komunikasi : sebuah analisis teori dan praktis di era global* (D. Dermawan & N. Nur, Eds.; Second Edition). PT Remaja Rosdakarya.
- Syahmaini Siregar, A., & Tarigan, Y. (2022). *Pengaruh Celebrity Endorsement Terhadap Repurchase Intention pada E-Commerce Melalui Perceived Value*.
- Tuti, M., & Sulistia, V. (2022). The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on Brand Loyalty. *Jurnal Manajemen Bisnis*, 13(1), 1–15. <https://doi.org/10.18196/mb.v13i1.12518>
- Widyasari, K. A., & Suparna, G. (2022a). The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*, 7(3), 179–183. <https://doi.org/10.24018/ejbmr.2022.7.3.1441>
- Widyasari, K. A., & Suparna, G. (2022b). The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention. *European Journal of Business and Management Research*, 7(3), 179–183. <https://doi.org/10.24018/ejbmr.2022.7.3.1441>
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. In *Journal of Marketing* (Vol. 68, Issue 4, pp. 1–15). <https://doi.org/10.1509/jmkg.68.4.1.42733>