

**THE IMPACT OF PERCEIVED JUSTICE ON  
REPURCHASE INTENTION THROUGH  
THE MEDIATION OF CUSTOMER  
SATISFACTION AMONG PIZZA  
HUT SURABAYA CUSTOMERS**



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**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2019**

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**SURABAYA**

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# APPROVAL PAGE

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### THE IMPACT OF PERCEIVED JUSTICE ON REPURCHASE INTENTION THROUGH THE MEDIATION OF CUSTOMER SATISFACTION AMONG PIZZA HUT SURABAYA CUSTOMERS

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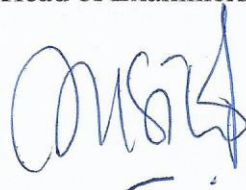
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Thereby the authenticity statement and the publication approval that I made sincerely.

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## ABSTRAK

Perkembangan industri jasa, terutama restoran, memiliki efek dalam peningkatan PDB Indonesia. Konsumen terkadang merasa bahwa mereka diperlakukan secara berbeda dibandingkan dengan konsumen lain sehingga berdampak pada keinginan mereka untuk kembali ke restoran tersebut. Tujuan dari penelitian ini adalah untuk menguji dampak persepsi keadilan terhadap keinginan untuk membeli kembali melalui mediasi kepuasan konsumen pada konsumen Pizza Hut Surabaya. Penelitian ini adalah penelitian kausal yang menguji tujuh hipotesis. Total responden yang didapatkan sejumlah 150 orang yang tinggal di Surabaya, berusia 17 tahun atau diatas 17 tahun, dan pernah mengunjungi Pizza Hut Surabaya dalam jangka waktu enam bulan terakhir. Data didapatkan melalui kuesioner yang disebar di media sosial dan diproses menggunakan LISREL 8.80 dengan Structural Equation Model sebagai teknik analisis data dalam penelitian ini.

Hasil dalam penelitian ini menunjukkan bahwa Keadilan Distribusional dan Keadilan Interaksional mempunyai dampak positif dan signifikan terhadap Kepuasan Konsumen, Kepuasan Konsumen memiliki dampak positif dan signifikan terhadap Keinginan untuk Membeli Kembali, dan Kepuasan Konsumen sebagai mediator yang signifikan untuk membuktikan dampak dari Keadilan Distribusional dan Keadilan Interaksional terhadap Keinginan untuk Membeli Kembali. Selain itu, Keadilan Prosedural memiliki dampak positif dan tidak signifikan terhadap Kepuasan Konsumen, dan Kepuasan Konsumen memiliki dampak positif dan tidak signifikan dalam mediasi antara Keadilan Prosedural dan Keinginan untuk Membeli Kembali. Hasil dari Keadilan Prosedural menunjukkan bahwa konsumen Pizza Hut tidak peduli terhadap prosedur yang digunakan di Pizza Hut Surabaya, konsumen hanya berfokus pada hasil dan interaksi yang disediakan oleh Pizza Hut Surabaya.

*Kata Kunci: Keadilan Distribusional, Keadilan Prosedural, Keadilan Interaksional, Kepuasan Konsumen, Keinginan untuk Membeli Kembali*

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**ABSTRACT**

The development of service industry, especially restaurant, has an increasing effect on Indonesia GDP. The customers often feels that they are treated differently with other customers which make their intention to go back to the restaurants. This research aims to analyse the impact of Perceived Justice on Repurchase Intention through the mediation of Customer Satisfaction among Pizza Hut Surabaya customers. This research is a causal study which examines seven hypotheses. The total number of respondents are 150 people whose live in Surabaya, aged 17 years old or above, and have visited Pizza Hut Surabaya in the past six months. The data is collected from questionnaire that shared through social media and processed using LISREL 8.80 as Structural Equation Model is used as a data analysis technique in this research.

The results of this research show that Distributional Justice and Interactional Justice has a positive and significant effect toward Customer Satisfaction, Customer Satisfaction has a positive and significant effect on Repurchase Intention, and Customer Satisfaction as a mediator is significant to prove the impact of Distributional Justice and Interactional Justice on Repurchase Intention. On the other hand, Procedural Justice has a positive and insignificant effect on Customer Satisfaction, and Customer Satisfaction positively but insignificantly mediates Procedural Justice on Repurchase Intention. The result of Procedural Justice indicates that Pizza Hut Surabaya does not care about the procedure used in Pizza Hut Surabaya, they only focus on the outcome and interactional provided by Pizza Hut Surabaya.

*Keywords: Distributional Justice, Procedural Justice, Interactional Justice, Customer Satisfaction, Repurchase Intention*