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Service Quality and Price Perception in Building Materials Retail: Repurchase Intention as Mediator and Satisfaction as Moderator of Customer Loyalty

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Abstract

Background: Building materials retailing in West Java has become crowded and price-sensitive as construction activity rebounds and material costs rise, making customer retention a central problem for small independent stores. Evidence on how service and price evaluations become loyalty in this business-to-trade setting remains limited.
Objective: This study examines the effect of service quality and price perception on customer loyalty through repurchase intention, and tests whether customer satisfaction moderates the link between repurchase intention and loyalty.
Methods: A quantitative cross-sectional survey was conducted from March to July 2026 among 274 purposively selected customers of TB. Mulia Jaya, Sukabumi, who had purchased at least three times in the previous six months. Data were measured on a five-point Likert scale and analyzed with PLS-SEM using SmartPLS 4.1.
Results: Service quality and price perception positively and significantly affect repurchase intention and customer loyalty; repurchase intention significantly affects loyalty and partially mediates both relationships. Customer satisfaction does not moderate the repurchase intention–loyalty link ($\beta = -0.074$; $p = 0.103$), although it has a direct positive effect on loyalty. The model explains 53.8% of loyalty and 31.7% of repurchase intention.
Conclusion: Loyalty in building materials retail is built through both direct and intention-based routes, and satisfaction acts as an independent driver rather than an amplifier of repurchase intention.

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INTRODUCTION

Economic growth in West Java Province has been sustained by manufacturing, wholesale and retail trade, and household consumption, which together preserve purchasing power and create value added across the regional economy (Barat, 2024). Among the sectors linked to this growth, construction occupies a strategic position because it contributes to gross domestic product, absorbs labour and supplies the infrastructure on which other economic activities depend. Its multiplier effect reaches upstream industries such as building materials

manufacturing and distribution, so that a rise in construction activity quickly translates into demand for cement, sand, steel, roofing and other materials sold through local building materials stores (Cucos & Turcan, 2025).

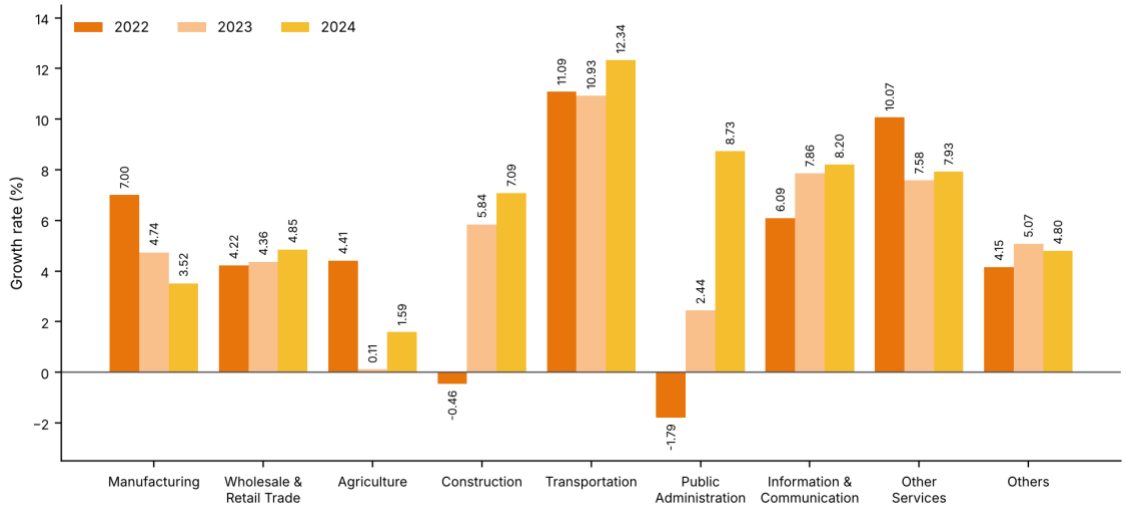

Figure 1. Economic growth by sector in West Java, 2022–2024 (%)
Source: Adapted from (Barat, 2024)

As shown in Figure 1, the wholesale and retail trade sector in West Java grew steadily to 4.85% in 2024, while construction recovered sharply from −0.46% in 2022 to 7.09% in 2024. The rebound was accompanied by an increase in the number of construction firms in the province from about 12,884 in 2021 to 17,916 in 2025 (Statistik, 2025). This expansion encouraged the growth of micro and small trading businesses in Sukabumi Regency, where the number of retail units serving the construction market increased markedly (Sukabumi, 2025). The resulting market is crowded and highly competitive, and at the same time retailers face rising input costs: in January 2026, wholesale prices of core commodities such as aluminium frames, roof tiles and concrete blocks rose by 12.63%, 9.80% and 9.52% respectively (Statistik, 2026). Under these conditions, a store can neither compete on price alone nor rely on habitual demand, and the ability to retain existing customers becomes decisive.

TB. Mulia Jaya, a building materials retailer in Sukabumi serving households, builders and contractors, illustrates this challenge. Before a recent management transition, the business focused on daily operations and product sales, with limited attention to service, product arrangement and customer relationships. The new management has since reorganised product displays, improved service and operations, and sought closer relationships with customers. Yet customers can easily switch to nearby competitors when prices seem unfair or service falls short of expectations, and a customer who has bought once will not necessarily return. The managerial question is therefore not only how to attract buyers but how service and price evaluations are converted into repeat purchasing and, ultimately, loyalty.

Marketing theory frames this conversion as a process of creating customer value and capturing value in return through long-term relationships (Kotler et al., 2024). Customers evaluate market offerings, form judgements of value and satisfaction, and engage in repeated exchange when the value received is consistent (Croitoru et al., 2024). The Theory of Planned Behavior complements this view by explaining that behaviour is best predicted by behavioural intention, which is formed from attitudes, subjective norms and perceived behavioural control (Ajzen, 1991). In a retail context, favourable evaluations of service and price shape attitudes toward the store. These attitudes form the intention to buy again, and the intention is enacted as loyal behaviour. Loyalty itself is understood as a deeply held commitment to rebuy a preferred product or service consistently in the future despite situational influences and competitors' marketing efforts Oliver (1999), reflected in repeat purchase, resistance to switching and

attachment to the provider (Frasquet et al., 2017; Kim et al., 2024; Primasari & Dwita, 2025).

Service quality is the customer's judgement of the performance of the service received. It has been conceptualised as the gap between expected and perceived service Parasuraman et al., (1985), as a performance-only evaluation Cronin and Taylor (1992) and more recently, as the cumulative outcome of service touchpoints that shape the customer experience (Croitoru et al., 2024). Reliable, responsive and empathetic service creates positive purchase experiences and increases confidence that the store will meet expectations again. Prior studies show that service quality positively affects repurchase intention in music studios, online shopping and small-business products Jasin and Firmansyah (2023), Pranoto et al. (2023), Soeharso et al. (2024) and Xue et al. (2021) and that it strengthens customer loyalty (Amerta & Warmika, 2023; Luthfiyani & Murhayati, 2024; Santoso et al., 2022). Accordingly, this study proposes that service quality positively affects repurchase intention (H1) and customer loyalty (H3).

Price perception refers to the cognitive process through which consumers interpret price information and judge whether the price is affordable, fair and commensurate with the quality and benefits obtained (Luthfiyyah & Murwanto, 2024). Such judgements are also shaped socially, for example through price-related word of mouth (Schneider & Huber, 2021). When customers believe that what they pay matches what they receive, they are more willing to return and to stay with the seller. Empirical studies report positive effects of price perception on repurchase intention Natanael and Chan (2021), Nopenita (2021) and Susanto et al. (2021) and on loyalty, either directly or through satisfaction (Ashari et al., 2023; Pandiangan & Nisa, 2024; Rahmadillah & Sukma, 2024). Hence, price perception is expected to positively affect repurchase intention (H2) and customer loyalty (H4).

Repurchase intention is the customer's planned decision to buy again from the same provider, formed by evaluating previous experience and current circumstances (Susanto et al., 2021; Wibisono & Keni, 2023). In the logic of the Theory of Planned Behavior, this intention is the proximal antecedent of loyal behaviour. Diana and Azizah (2024), Maulana and Nurcholis (2023) and Sulistyani and Hendar (2025) found that repurchase intention positively affects loyalty, and Savila et al. (2019) showed that it is closely tied to loyalty in multichannel retail. Several studies also position repurchase intention as the mechanism that carries the effect of marketing stimuli to loyalty: it mediates the effect of service quality Maulana and Nurcholis (2023), customer experience and trust Budi (2025) and Fadila and Sajili (2025) and perceived price (Diana & Azizah, 2024; Natanael & Chan, 2021). Recent Indonesian studies using mediation and moderation designs likewise show that evaluative factors shape behavioural intentions before they shape behaviour (Dewi et al., 2026; Jeni et al., 2026; Parmita et al., 2026). This study therefore hypothesises that repurchase intention positively affects customer loyalty (H5) and mediates the effects of service quality (H6) and price perception (H7) on customer loyalty.

Customer satisfaction is the customer's post-consumption evaluation of whether performance meets expectations (Dawi et al., 2018; Keni & Sandra, 2021). Most studies treat it as an antecedent or mediator of loyalty (Hermawan et al., 2020; Vuong et al., 2024). A smaller stream argues that satisfaction conditions the strength of the intention–loyalty link: Sharma (2020) found that carried-over satisfaction moderates the relationship between repurchase intention and loyalty, and the meta-analysis by Curtis et al. (2011) shows strong associations among satisfaction, repurchase and loyalty. Following this argument, a customer who intends to return should become loyal more readily when satisfaction is high. The study therefore proposes that customer satisfaction moderates the effect of repurchase intention on customer loyalty (H8). Other studies, however, found no such moderating role Dian et al. (2025) and Tan et al. (2025), indicating that the evidence is mixed.

Three gaps motivate this research. First, findings on the paths from service quality and price perception to loyalty remain inconsistent, and most evidence comes from hospitality, e-commerce and banking Kim et al. (2024) rather than building materials retail, where purchases are high-value, project-driven and frequently made by tradespeople on behalf of owners. Second, studies rarely examine repurchase intention as a mediator and satisfaction as a moderator within one model, so it is unclear whether satisfaction amplifies the intention–loyalty link or acts through a separate route. Third, local evidence from small independent retailers in fast-growing regencies such as Sukabumi is scarce, although such stores form a large part of the construction supply chain

in emerging economies. The novelty of this study lies in testing an integrated mediation–moderation model in this business-to-trade retail setting. The study aims to test the effects of service quality and price perception on customer loyalty through repurchase intention as a mediator and to examine customer satisfaction as a moderator of the repurchase intention–loyalty relationship among customers of TB. Mulia Jaya in Sukabumi. The proposed research model is presented in Figure 2.

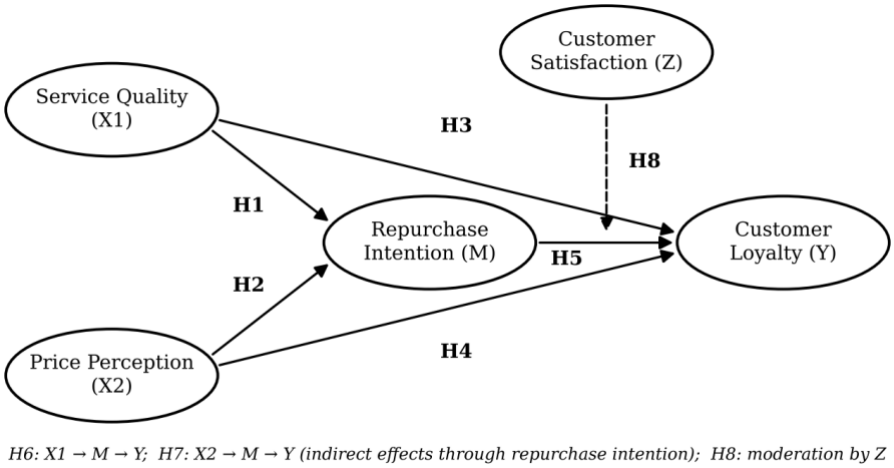

Figure 2. Research framework
Source: Developed by the authors (2026)

METHOD

This study employed a quantitative, explanatory, cross-sectional design because the objective was to test theoretically derived hypotheses about direct, mediating and moderating relationships among latent constructs (Sekaran & Bougie, 2025). The population comprised active customers of TB. Mulia Jaya, a building materials retailer in Sukabumi, West Java, who made purchases between March and July 2026. Purposive sampling was used so that respondents had sufficient experience to evaluate the store (Sugiyono, 2020). Five screening questions retained respondents who (1) lived in Sukabumi, (2) had purchased building materials in the previous six months, (3) were involved in purchasing decisions, (4) had purchased products such as cement, sand, bricks, paint or light steel at TB. Mulia Jaya, and (5) had purchased from the store at least three times in the previous six months. Following Hair et al. (2019), who recommend five to ten observations per indicator, the minimum sample was set at 105; to improve the stability of estimates, data collection continued until 274 valid responses were obtained through an online Google Form questionnaire.

The questionnaire contained 28 items measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sekaran & Bougie, 2025). Service quality was measured with eight items adapted from Parasuraman et al. (1985), price perception with four items adapted from Maimunah (2019), repurchase intention with four items adapted from Amoako et al. (2023), customer satisfaction with four items adapted from Bi and Kim (2020), and customer loyalty with eight items reflecting the cognitive, affective, conative and action phases of loyalty (Oliver, 1999). The items were worded for the building materials context and are listed in Table 1.

Table 1
Measurement items

Code	Item	Source
SQ1	The service provided by TB. Mulia Jaya satisfies me.	(Parasuraman et al., 1985)
SQ2	The service I receive meets my expectations.	
SQ3	The physical facilities at the store are adequate.	

Code	Item	Source
SQ4	The employees are neatly dressed.	
SQ5	The employees serve me quickly and responsively.	
SQ6	The employees are willing to help me when needed.	
SQ7	The employees have good product knowledge.	
SQ8	The employees are polite in serving customers.	
PP1	Product prices at the store are affordable for me.	(Maimunah, 2019)
PP2	Prices match the quality of the products.	
PP3	The price I pay is commensurate with the benefits I obtain.	
PP4	Prices are more competitive than those of other stores.	
RI1	I intend to buy building materials here again in the future.	(Amoako et al., 2023)
RI2	I will still choose this store even if others offer lower prices.	
RI3	I am willing to recommend this store to others who need building materials.	
RI4	I want to keep buying building materials here whenever I need building materials again.	
CS1	Overall, I am satisfied with the service at this store.	(Bi & Kim, 2020)
CS2	The products available match my needs.	
CS3	I am satisfied with my shopping experience at this store.	
CS4	The information provided by employees meets my needs.	
CL1	I believe the product quality here is better than at other stores.	(Oliver, 1999)
CL2	I know that the products at this store are fairly complete.	
CL3	I feel happy and comfortable shopping at this store.	
CL4	I feel the service provided suits me.	
CL5	I intend to make this store my first choice.	
CL6	I still want to shop here even when other stores make offers.	
CL7	I frequently make repeat purchases at this store.	
CL8	I am willing to spend extra time to shop at this store.	

Source: Research questionnaire (2026)

Data were analysed with partial least squares structural equation modelling (PLS-SEM) in SmartPLS 4.1, which is suited to prediction-oriented models that contain mediating and moderating paths (Hair et al., 2019; Sarstedt et al., 2017). The analysis followed two stages. The measurement model was first assessed using outer loadings, average variance extracted (AVE), Cronbach's alpha, and composite reliability. Loadings of at least 0.70 were preferred, while indicators with loadings between 0.40 and 0.70 were retained if the AVE and composite reliability values met the recommended thresholds. Indicators that did not meet these standards were removed, followed by model re-estimation (Hair Jr. et al., 2022). The structural model was then evaluated through collinearity (variance inflation factor, VIF < 5), the coefficient of determination (R^2; 0.25, 0.50 and 0.75 as weak, moderate and substantial) and effect size (f^2; 0.02, 0.15 and 0.35 as small, medium and large). Hypotheses were tested with bootstrapping at a 5% significance level, accepting a path when $t \geq 1.96$ and $p < 0.05$. Indirect effects were tested as specific indirect effects, and moderation was tested with an interaction term between customer satisfaction and repurchase intention.

The study involved adult customers as respondents and was carried out with the permission of the owner of TB. Mulia Jaya. The opening page of the questionnaire explained the purpose of the research, stated that participation was voluntary and that answers would be kept confidential and used only for academic purposes; respondents gave their informed consent by choosing to continue. No names or other identifying information were collected or reported, and all data were handled in accordance with the institutional ethical standards of Universitas Ciputra Surabaya.

RESULTS AND DISCUSSION

This section first presents the empirical results and then discusses them. The results describe the profile of the 274 respondents, followed by the evaluation of the measurement model, the evaluation of the structural model and the bootstrapping tests of the eight hypotheses. The discussion interprets these results in light of marketing theory and the Theory of Planned Behavior, compares them with earlier studies, and closes with the theoretical and practical implications, the international relevance of the findings and the limitations of the study.

Result

Respondent Profile

All 274 respondents met the screening criteria. Their characteristics are summarised in Table 2. Most respondents were male (75.9%) and aged 41–50 years (44.5%), followed by those aged 31–40 years (24.5%) and above 50 years (23.7%). The majority reported a high average transaction value, with 45.6% spending more than IDR 10 million and 36.5% between IDR 5 and 10 million per transaction. Purchases were made mainly for new construction (40.1%) and renovation (40.1%), with the remainder for business projects (11.7%) and other purposes (8.0%). Notably, builders formed the largest respondent group (49.3%), ahead of homeowners (39.1%), project foremen (6.9%) and contractors (4.7%).

Table 2

Respondent characteristics (n = 274)

Characteristic	Category	n	%
Gender	Male	208	75.9
	Female	66	24.1
Age	20–30 years	20	7.3
	31–40 years	67	24.5
	41–50 years	122	44.5
	> 50 years	65	23.7
Average transaction value	≤ IDR 2,000,000	13	4.7
	IDR 2,000,000–5,000,000	36	13.1
	IDR 5,000,000–10,000,000	100	36.5
	> IDR 10,000,000	125	45.6
Purpose of purchase	Construction	110	40.1
	Renovation	110	40.1
	Project/business	32	11.7
	Other	22	8.0
Role in purchasing	Homeowner	107	39.1
	Builder	135	49.3
	Project foreman	19	6.9
	Contractor	13	4.7

Source: Primary data processed by the authors (2026)

This profile shows that purchasing decisions at TB. Mulia Jaya are made not only by end users but also, and often predominantly, by tradespeople who buy on behalf of property owners and who handle relatively large, project-based orders.

Measurement Model Evaluation

The first estimation with the PLS algorithm showed that several indicators did not meet the loading criteria. These indicators were removed and the model was re-estimated until an acceptable measurement model was obtained. The final model retained 16 indicators: four for service quality (SQ3, SQ4, SQ6, SQ8), three for price perception (PP1, PP3, PP4), two for repurchase intention (RI2, RI4), two for customer satisfaction (CS1, CS3) and five for customer

loyalty (CL1, CL2, CL4, CL6, CL8). The final estimation is shown in Figure 3.

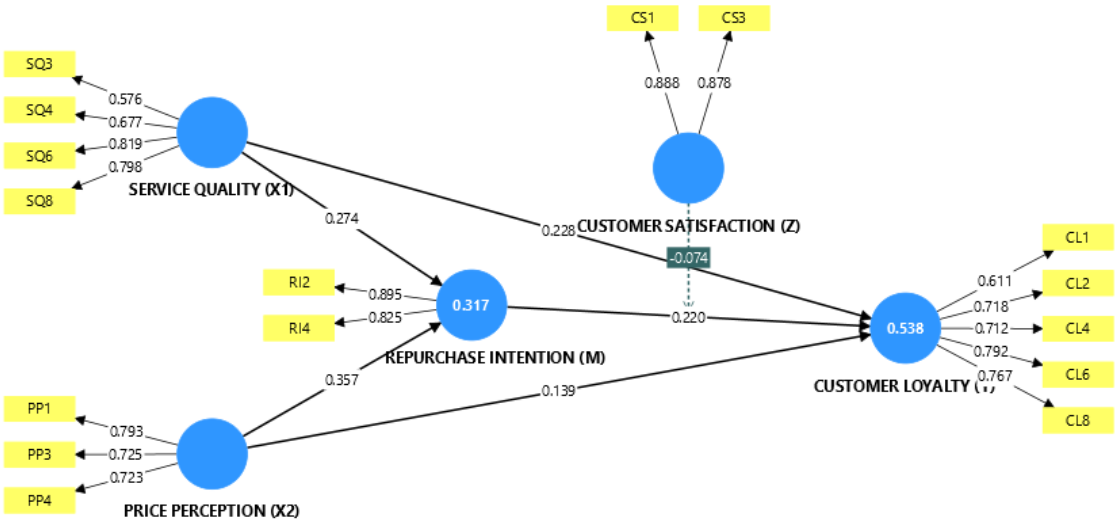

Figure 3. Final PLS algorithm estimation
Source: Data processed with SmartPLS 4.1 (2026)

Table 3 reports the outer loadings, AVE and reliability coefficients. Thirteen of the sixteen loadings exceed 0.70. Three indicators, SQ3 (0.576), SQ4 (0.677) and CL1 (0.611), fall in the 0.40–0.70 range but were retained because the AVE and composite reliability of their constructs meet the required thresholds. AVE values range from 0.522 for customer loyalty to 0.780 for customer satisfaction, all above 0.50, confirming convergent validity. Composite reliability ranges from 0.791 to 0.876, above 0.70 for all constructs. Cronbach's alpha exceeds 0.70 for customer loyalty (0.768) and customer satisfaction (0.718) and lies between 0.60 and 0.70 for service quality, price perception and repurchase intention, which is acceptable when composite reliability is adequate (Hair Jr. et al., 2022). The strongest indicators are RI2 (0.895), CS1 (0.888) and CS3 (0.878), together with SQ6 (0.819), PP1 (0.793) and CL6 (0.792).

Table 3
Outer loadings, convergent validity and construct reliability

Construct	Indicator	Loading	AVE	Cronbach's α	Composite reliability
Service quality (X1)	SQ3	0.576	0.524	0.687	0.812
	SQ4	0.677			
	SQ6	0.819			
	SQ8	0.798			
Price perception (X2)	PP1	0.793	0.559	0.606	0.791
	PP3	0.725			
	PP4	0.723			
Repurchase intention (M)	RI2	0.895	0.742	0.656	0.851
	RI4	0.825			
Customer satisfaction (Z)	CS1	0.888	0.780	0.718	0.876
	CS3	0.878			
Customer loyalty (Y)	CL1	0.611	0.522	0.768	0.844
	CL2	0.718			
	CL4	0.712			
	CL6	0.792			

Construct	Indicator	Loading	AVE	Cronbach's α	Composite reliability
	CL8	0.767			

Source: Data processed with SmartPLS 4.1 (2026)

Structural Model Evaluation

Collinearity among predictors was assessed before the structural paths were interpreted. As shown in Table 4, all VIF values lie between 1.394 and 2.021, well below the threshold of 5. The highest value is found for price perception predicting customer loyalty (2.021) and the lowest for the interaction term (1.394). Collinearity therefore does not bias the path estimates.

Table 4
Collinearity assessment (inner VIF)

Path	VIF	Collinearity
Customer satisfaction → Customer loyalty	1.592	No
Price perception → Customer loyalty	2.021	No
Price perception → Repurchase intention	1.515	No
Repurchase intention → Customer loyalty	1.568	No
Service quality → Customer loyalty	1.675	No
Service quality → Repurchase intention	1.515	No
Customer satisfaction × Repurchase intention → Customer loyalty	1.394	No

Source: Data processed with SmartPLS 4.1 (2026)

Table 5 presents the explanatory power of the model and the effect sizes. Service quality and price perception jointly explain 31.7% of the variance in repurchase intention (R^2 = 0.317; adjusted R^2 = 0.312), which lies just above the weak threshold. The full set of predictors explains 53.8% of the variance in customer loyalty (R^2 = 0.538; adjusted R^2 = 0.530), a moderate level. All direct paths have small effect sizes. The largest effects are price perception on repurchase intention (f^2 = 0.123) and customer satisfaction on customer loyalty (f^2 = 0.112), followed by service quality on repurchase intention (0.073), and repurchase intention and service quality on customer loyalty (both 0.067). Price perception has the smallest direct effect on loyalty (0.021), while the interaction term has an f^2 of 0.013, below the 0.02 threshold and thus no meaningful effect.

Table 5
Coefficient of determination (R^2) and effect size (f^2)

Endogenous construct / path	Value	Interpretation
R^2 Customer loyalty (adjusted 0.530)	0.538	Moderate
R^2 Repurchase intention (adjusted 0.312)	0.317	Weak
f^2 Service quality → Repurchase intention	0.073	Small
f^2 Price perception → Repurchase intention	0.123	Small
f^2 Service quality → Customer loyalty	0.067	Small
f^2 Price perception → Customer loyalty	0.021	Small
f^2 Repurchase intention → Customer loyalty	0.067	Small
f^2 Customer satisfaction → Customer loyalty	0.112	Small
f^2 Customer satisfaction × Repurchase intention → Customer loyalty	0.013	No effect

Source: Data processed with SmartPLS 4.1 (2026)

Hypothesis Testing

Path significance was tested with bootstrapping. The resulting model is shown in Figure 4 and the coefficients are reported in Table 6.

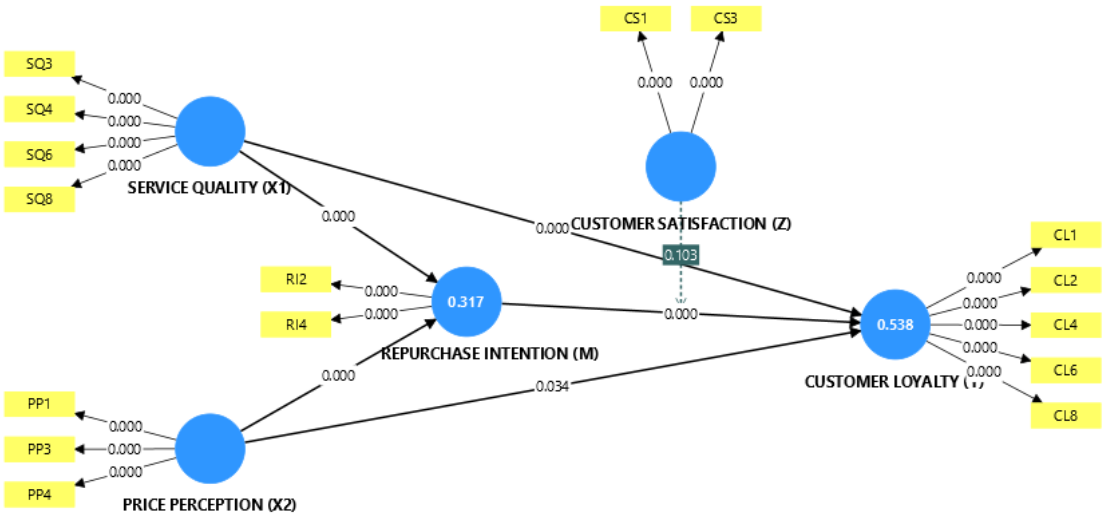

Figure 4. Bootstrapping results of the structural model
Source: Data processed with SmartPLS 4.1 (2026)

Table 6
Results of hypothesis testing

H	Path	β (O)	t-statistic	p-value	Decision
	Direct effects				
H1	Service quality → Repurchase intention	0.274	4.376	< 0.001	Supported
H2	Price perception → Repurchase intention	0.357	5.601	< 0.001	Supported
H3	Service quality → Customer loyalty	0.228	4.307	< 0.001	Supported
H4	Price perception → Customer loyalty	0.139	2.124	0.034	Supported
H5	Repurchase intention → Customer loyalty	0.220	4.275	< 0.001	Supported
–	Customer satisfaction → Customer loyalty	0.286	4.834	< 0.001	Not hypothesised
	Indirect effects				
H6	Service quality → Repurchase intention → Customer loyalty	0.060	3.203	0.001	Supported
H7	Price perception → Repurchase intention → Customer loyalty	0.079	3.333	0.001	Supported
	Moderating effect				
H8	Customer satisfaction × Repurchase intention → Customer loyalty	−0.074	1.629	0.103	Not supported

Source: Data processed with SmartPLS 4.1 (2026)

Service quality has a positive and significant effect on repurchase intention (β = 0.274; t = 4.376; p < 0.001), and so does price perception (β = 0.357; t = 5.601; p < 0.001); H1 and H2 are supported, with price perception being the stronger predictor. Service quality (β = 0.228; t = 4.307; p < 0.001), price perception (β = 0.139; t = 2.124; p = 0.034) and repurchase intention (β =

0.220; t = 4.275; p < 0.001) each have a positive and significant effect on customer loyalty, supporting H3, H4 and H5. The specific indirect effects of service quality (β = 0.060; t = 3.203; p = 0.001) and price perception (β = 0.079; t = 3.333; p = 0.001) on loyalty through repurchase intention are also significant, so H6 and H7 are supported. The significant direct effects indicate partial and complementary mediation, with repurchase intention accounting for approximately 21% of the total effect of service quality (0.060 of 0.288) and 36% of the total effect of price perception (0.079 of 0.218) on loyalty. Finally, the interaction between customer satisfaction and repurchase intention is negative and not significant (β = −0.074; t = 1.629; p = 0.103), so H8 is not supported. Customer satisfaction, entered as the moderator's main effect, nevertheless has a positive and significant direct effect on loyalty (β = 0.286; t = 4.834; p < 0.001), the largest of all paths to loyalty.

Discussion

Service Quality, Price Perception and the Formation of Repurchase Intention

The support for H1 and H2 indicates that customers' willingness to return to TB. Mulia Jaya rests on two complementary evaluations: whether the service is helpful and courteous, and whether the price is fair for what is received. This pattern is consistent with the value-creation logic of Kotler et al. (2024), in which service and price are two sides of the customer's value judgement, and with the Theory of Planned Behavior Ajzen (1991), in which positive evaluations form attitudes that become intentions. The result corroborates Pranoto et al. (2023), who showed that reliability and empathy drive repurchase intention, and Naibaho and Suyoto (2020), who found that the physical dimension of service quality is associated with repurchase in Indonesian modern markets. The finding that price perception is the stronger predictor, however, refines rather than simply repeats earlier work. Natanael and Chan (2021) reported a positive price effect for industrial products, but in the present setting the effect is larger than that of service, and the strongest repurchase indicator is the willingness to keep buying even when other stores are cheaper (RI2). This suggests that in a period of rising material prices, customers evaluate price not as the lowest number but as a fair exchange, and that a fair price, once established, becomes a reason to stay rather than to shop around.

The modest explanatory power for repurchase intention (R^2 = 0.317) and the small effect sizes caution against overstating these drivers. Service and price evaluations explain roughly a third of the intention to return; the remainder is likely related to factors outside the model such as product availability, credit terms, delivery, location and relationships between store staff and builders. In practical terms, improving service and price fairness is necessary but not sufficient for repeat purchasing.

Direct Drivers of Customer Loyalty

The support for H3 and H4 shows that service quality and price perception also influence loyalty directly, not only through intention. This aligns with Oliver (1999) view that loyalty develops through cognitive and affective evaluations before it becomes conative and behavioural commitment, and with Luthfiyyah and Murwanto (2024) and Santoso et al. (2022), who found direct effects of service quality and price perception on loyalty. Yet the two drivers are not equally strong. Service quality has a clearly larger direct effect on loyalty (β = 0.228) than price perception (β = 0.139, f^2 = 0.021), whereas price perception dominates the formation of repurchase intention. This asymmetry represents an important contribution of the study, as favorable price perceptions, particularly perceived fairness, are more strongly associated with repurchase intention, whereas service quality plays a greater role in fostering customer attachment and reducing the likelihood of switching. For a retailer, favourable price perceptions are associated with repurchase intention, whereas service quality shows a stronger direct association with customer loyalty. The finding also nuances Rahmadillah and Sukma (2024), whose study suggests that fair prices build trust and loyalty; in building materials retail, the direct loyalty return on price appears weaker than its return on intention.

The support for H5 confirms that repurchase intention is a proximal antecedent of loyalty, consistent with (Dian et al., 2025; Maulana & Nurcholis, 2023). In the language of the Theory of Planned Behavior, intention is converted into behaviour, here a stable preference for the store

and resistance to competing offers. The strongest loyalty indicator is the desire to keep shopping at the store despite offers from others (CL6), which reflects exactly this conative and action-oriented loyalty. At the same time, the effect size ($f^2 = 0.067$) indicates that intention alone does not secure loyalty; customers must repeatedly experience consistent service, stock availability and accurate order fulfilment for intention to mature into commitment.

The Mediating Role of Repurchase Intention

The support for H6 and H7 shows that repurchase intention is a significant channel through which service and price evaluations become loyalty, in line with (Budi, 2025; Diana & Azizah, 2024; Maulana & Nurcholis, 2023). The mediation is partial and complementary: the indirect effects (0.060 and 0.079) are smaller than the corresponding direct effects (0.228 and 0.139). Repurchase intention is therefore one route to loyalty but not the only one. The share of the effect carried by intention is noticeably higher for price perception (about 36%) than for service quality (about 21%). This reinforces the asymmetry noted above: price fairness works largely by triggering the next purchase, while service quality works more directly on the relationship. Theoretically, the result supports a dual-route view of loyalty formation in which evaluations feed loyalty both through planned intention, as the Theory of Planned Behavior predicts, and through a more direct affective route grounded in service experience.

Why Customer Satisfaction Did Not Moderate the Intention–Loyalty Link

The rejection of H8 is the most theoretically interesting result. Contrary to Sharma, (2020), satisfaction did not strengthen the effect of repurchase intention on loyalty; the interaction coefficient was negative, not significant, and had a negligible effect size ($f^2 = 0.013$). The finding is consistent with Dian et al. (2025) and Tan et al. (2025), who also found no moderating role of satisfaction in loyalty models. Importantly, satisfaction had the largest direct effect on loyalty in the model ($\beta = 0.286$). Taken together, these results suggest that satisfaction functions as an independent driver of loyalty that adds to, rather than amplifies, the effect of repurchase intention. The meta-analysis by Curtis et al. (2011) offers a plausible explanation: satisfaction, repurchase and loyalty are strongly related, but the satisfaction–repurchase link depends on situational conditions.

The context of this study helps clarify those conditions. Building materials are bought in project cycles of construction and renovation, and almost half of the respondents were builders who purchase on behalf of owners. For such buyers, the decision to return is shaped by project needs, stock availability and established working relationships, so a customer who intends to return does not become more or less loyal simply because satisfaction is higher. Satisfaction still matters, but as a separate basis for loyalty rather than as a condition that changes how intention becomes loyalty. Theoretically, this indicates that the moderating role of satisfaction proposed in consumer settings may not transfer to business-to-trade retail, and that future models should consider placing satisfaction as an antecedent or mediator, as many studies do Hermawan et al. (2020) and Vuong et al. (2024).

Theoretical and Practical Implications

Theoretically, the study extends the application of the Theory of Planned Behavior and the value-creation view of marketing to a setting where purchases are frequent, high-value and often made by intermediaries. It shows that service and price evaluations shape loyalty through both an intention-based route and a direct route, that price fairness weighs more on intention while service quality weighs more on loyalty, and that satisfaction operates as an independent driver rather than a moderator. These findings refine models that treat repurchase intention as the sole bridge to loyalty and challenge the assumption that satisfaction universally strengthens the intention–loyalty link.

For the management of TB. Mulia Jaya, the results suggest three priorities. First, price policy should emphasise fairness and transparency, including clear price information, consistent pricing across customers and explanations when material costs change, because perceived fairness is the strongest driver of returning. Second, service quality, particularly employees' willingness to help and courtesy, should be maintained consistently, because it has the strongest

direct effect on loyalty among the controllable drivers; product knowledge training for staff is relevant because builders rely on advice when selecting materials. Third, satisfaction should be managed as a goal in itself through product completeness, accurate information and smooth transactions, rather than expected to amplify repeat purchasing. Since the model explains about half of the variance in loyalty, the store should also pay attention to factors outside the model, such as relationship programmes for builders and foremen, flexible payment terms and reliable delivery.

International Relevance and Limitations

Although the data come from one store in Sukabumi, the findings speak to a broader international discussion. Small independent retailers form a large share of the construction supply chain in emerging economies, and they face the same pressures observed here: rising material costs, crowded local markets and customers who can switch easily. Systematic reviews show that loyalty research is dominated by banking, hospitality and digital platforms Kim et al. (2024), Primasari and Dwita (2025) and Tahir et al. (2024), while cross-cultural evidence indicates that the value–loyalty link differs across contexts (Croitoru et al., 2024). By showing that price fairness and service quality work through different routes, and that satisfaction does not amplify the intention–loyalty link when purchases are project-driven and made by tradespeople, this study offers a contextual refinement that can be tested in other emerging markets with similar retail structures.

The study has several limitations. Its cross-sectional design captures perceptions at one point in time and cannot establish causality. The sample was drawn purposively from customers of a single store in Sukabumi, which limits generalisability. Several indicators were removed during measurement refinement, two constructs were measured with only two retained indicators, three constructs had Cronbach's alpha values between 0.60 and 0.70, and discriminant validity tests were not reported, so the measurement model should be validated further. Finally, the model omits potentially relevant variables such as customer trust, product quality, store image, promotion and customer experience, which may account for the unexplained variance in repurchase intention and loyalty.

CONCLUSION

This study demonstrates that service quality and price perception are positively associated with customer loyalty, both directly and indirectly through repurchase intention, confirming its partial mediating role in building materials retail. Price perception has a stronger relationship with repurchase intention, whereas service quality exhibits a greater direct association with customer loyalty. Customer satisfaction does not significantly moderate the relationship between repurchase intention and customer loyalty ($\beta = -0.074$; $p = 0.103$), although it has a significant positive direct effect on loyalty ($\beta = 0.286$; $p < 0.001$). These findings indicate that customer loyalty develops through complementary direct and intention-mediated pathways, while satisfaction contributes independently rather than strengthening the intention–loyalty relationship. The study contributes to the Theory of Planned Behavior and customer loyalty literature by providing empirical evidence of these distinct relationships in a project-based building materials retail setting.

From a managerial perspective, the findings suggest that TB. Mulia Jaya should prioritize transparent and fair pricing, consistent service quality, and positive customer experiences to strengthen repurchase intention and customer loyalty. Particular attention should be given to employee responsiveness, courteous service, and customer satisfaction as an independent determinant of loyalty. Nevertheless, the cross-sectional design, purposive sampling from a single retailer, and measurement limitations restrict causal interpretation and generalizability. Future research should involve multiple retailers across different regions, employ longitudinal designs, and further validate the measurement model. Subsequent studies could also examine customer satisfaction as an antecedent or mediator, investigate potential moderators such as switching costs and customer type, and incorporate additional factors, including customer trust, product quality, store image, promotion, and customer experience, to provide a more comprehensive understanding of customer loyalty.

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AUTHOR CONTRIBUTION STATEMENT

Tasya Sabrina Muthi Kholda contributed to research conceptualization, data collection, data analysis, and preparation of the original manuscript. Liem Bambang Sugiyanto provided research supervision and methodological guidance. Fahrul Riza and Hastuti Naibaho contributed to manuscript review and editing. All authors read and approved the final version of the manuscript.

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