

THE IMPACT OF PRICE FAIRNESS, CUSTOMER EXPERIENCE, AND CUSTOMER SATISFACTION ON THE LOYALTY OF SHRIMP PRODUCERS AFFILIATED WITH THE ACEH AQUACULTURE COOPERATIVE, WITH CUSTOMER TRUST AS THE INTERVENING VARIABLE

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ABSTRACT

This research examines the influence of price fairness, customer experience, and customer satisfaction on customer trust and producer loyalty. The study also tests the mediating effect of the customer trust variable. The sample in this study was 132 shrimp producers assisted by the Aceh Aquaculture Cooperative in Muara Batu District, North Aceh Regency. The full model in this panel was analyzed using the Amos SEM (Structural Equation Modeling) method. The findings of this research indicate that price fairness and customer experience have a significant impact on customer trust and producer loyalty. Moreover, the customer trust variable mediates price fairness with the producer loyalty variable in full mediation, customer experience with the customer loyalty variable in complete mediation, and customer satisfaction with the producer loyalty variable in full mediation.

Keywords: price fairness, customer experience, customer satisfaction, customer trust, producer loyalty.

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INTRODUCTION

Indonesia is a maritime country that is rich in islands surrounded by vast waters, and Aceh is one of the provinces with potential for the development of the fisheries and aquaculture sector. One of the leading industrial sectors in Aceh is the fisheries industry, with around 55% of the population depending on this sector, either directly or indirectly. This province offers great opportunities for the development of fishing areas in various districts/cities, such as Aceh Jaya, Aceh Besar, Bireuen, and Aceh Utara.

The AAC Cooperative not only started as a program, but the community, especially shrimp producers, also greatly benefited from the presence of the AAC Cooperative, and it is a cultivation cooperative proven by the increasing amount of capital for shrimp farming. The role of the AAC Cooperative in improving shrimp cultivation in North Aceh Regency is part of a series of programs from the North Aceh district's independent revitalization efforts, with a focus not only on infrastructure conditions but also on mental rejuvenation with a spirit of cooperation towards good business productivity.

With the system developed by the AAC Cooperative, shrimp producers engaged in shrimp cultivation are expected to sell their shrimp harvest to the AAC Cooperative. The AAC Cooperative is fully involved in overseeing technical management, systems, and support efforts and can increase the income of shrimp producers in Muara Batu subdistrict, North Aceh Regency. However, everything depends on how the shrimps are cultivated and what the results of each member's shrimp cultivation period are.

The AAC cooperative can help farmers increase their income every time they harvest because this cooperative is expected to be used properly so that it can influence the income they earn. Apart from that, the AAC Cooperative also has a minimum shrimp volume quota burden to be sold to Medan

City, North Sumatra province, for export needs abroad. Therefore, customer loyalty is necessary for the success of this minimum quota requirement.

Manufacturer loyalty refers to the motivation of manufacturers to repeatedly sell their products and engage in long-term relationships with buyers (Boniface *et al.* , 2010). It leads to better chain performance as a result of reduced transaction costs as well as reduced opportunistic behavior between producers and buyers. Producer loyalty is influenced by several factors in B2B relationships, such as trust and satisfaction (Sahara and Gyau, 2014).

According to Sumarwan (2011), trust is an acknowledgment of positive results received by the first party due to interactions between the two parties. Therefore, trust and honesty are the substance of the definition of trust involving the first party fulfilling its promises to the second party. Trust also includes the partner's benevolence, which concerns the extent to which the first party believes that the second party is truly interested in the welfare of the first party. Therefore, shrimp producers' trust in the AAC Cooperative includes how the AAC Cooperative behaves towards shrimp producers, such as honesty.

As for price fairness, it refers to the price received that can be considered by comparing price differences in other places (Bolton in Consuegra *et al.* , 2007). Measuring the benefits of the product received with the sacrifices made is very important, both in the form of money and others. Customers will make the price a standard for the level of satisfaction they feel. Price is one of the most necessary features evaluated by consumers (Tomida & Bundhi, 2016). Prices are influenced by certain factors, including predicting demand and price elasticity, anticipating competitors' reactions, determining the expected market share, and considering the company's marketing policy (Hasan, 2013).

Customer experience is also substantial as customers receive sensations or knowledge produced by different levels of interaction with various elements created by service events. These sensations will be automatically stored in the customer's memory (Nasermoadeli, 2012). In addition, Paramudita and Japarianto (2012) define customer experience as a set of interactions between the customer and the product, company, or part of the organization that causes reactions. This experience is real (both rationally, emotionally, sensorial, physically, and spiritually).

On the other hand, customer satisfaction is also equally important. It is a pleasure or disappointment when comparing the products and perceived benefits. (Kotler, 2014). Furthermore, loyal customer attitudes will benefit the company because the more visible interactions between the company and consumers, the more customers will buy back and recommend to colleagues (Rizkillah *et al.* , 2020). Factors influencing customer satisfaction include variable expectations, little involvement of people in the service process, and uncertain, complex, and dynamic situation limitations and fairness (Casielles, Álvarez, & Martín, 2010). Other opinions suggest that one of the factors that influence customer loyalty is perceived service quality (Lepojevic & Dukic, 2018).

The GAP theory in this study appears on some differences from previous researcher's findings. For example, Maskur *et al.* (2016) stated that price did not significantly affect customer loyalty. Meanwhile, in Sutiyani's research (2018) on the impact of price fairness on customer loyalty, based on her research findings, she proved that fair pricing has a positive and significant effect on customer loyalty. Meanwhile, Putra and Putra & Ayuni's research (2016) stated that satisfaction does not affect loyalty, and Wardaya (2017) researched the effect of customer experience on customer loyalty through customer satisfaction and trust, indicating that satisfaction has a significant influence on loyalty.

Therefore, it is necessary to emphasize that this research has a basis in the form of significant phenomena or problems within the industry so that the resulting innovation is not only notable for researchers but also for those who are interested. Therefore, the author examines various events or issues that have research value at the input, process, and output levels in terms of shrimp sales transactions as an industry product in the shrimp industry and examines producer loyalty as a customer to shrimp buyers, namely shrimp farmers with the AAC Cooperative and shrimp as a community product.

According to the author, there are three types of innovation in this research consisting of (1) previous research generally examines the effect of price on consumer loyalty, while this research examines the issue of suitability of shrimp prices with producer loyalty, 2) this research examines shrimp producers as sellers, not buyers, while the AAC Cooperative is the buyer, (3) this research examines about the loyalty of producers as shrimp owners who sell their merchandise, not consumers who buy the product.

From initial observations, the loyalty of the supported shrimp producers in the AAC Cooperative reflects that these shrimp producer members are not immune to the attraction of competitors of this AAC Cooperative, as there are still shrimp producer members who sell their harvest to other buyers. Some customers sell shrimp after harvest to other parties because there is a higher price difference. Furthermore, the phenomenon of trust among shrimp producer members towards the AAC Cooperative reflects that this cooperative does not understand the desires of shrimp producers, such as buying shrimp at a competitive price, even though this cooperative has provided a lot of service to customers such as training for good shrimp farming practices and providing free capital financing to supported shrimp producers who need it. Nevertheless, shrimp producers still trust other cooperatives or buyers who offer a higher purchase price than the AAC Cooperative, even though sometimes the transaction experience can be paid late as long as the price is higher.

In addition, the price fairness phenomenon exists in the problem of the reasonable price of purchasing shrimp by the AAC Cooperative, where this cooperative always pays a worthy price and sets the price appropriately. However, the problem is that the price is considered underpriced by customers, cheaper than the price offered by rival cooperatives. So, the quota expected by the AAC Cooperative often does not reach the target.

The phenomenon of customer experience in interacting with the AAC Cooperative shows that the relationship between the cooperative and its member producers has been longstanding, and the services offered by the cooperative have proven to be good. However, there is a small problem regarding differing ideas between the trainer and the shrimp farmer members, especially the discrepancy between theoretical education and practical implementation in the field. Additionally, it appears that some shrimp producers lack ingenuity in creating problem-solving experiences, resulting in members of the AAC Cooperative reflecting a lack of creativity in their shrimp farming efforts.

Furthermore, the phenomenon of customer satisfaction with the AAC Cooperative reflects that the level of customer loss is still unstable because some customers are still emotionally attached to the AAC Cooperative, appearing on the consistency of this cooperative in terms of payment with a commitment to a standard purchase price in the market. On the other hand, based on survey results, some customers prioritize a higher price difference than other buyers, even if payment is deferred as long as the shrimp purchase price is higher than the price offered by the AAC Cooperative.

Based on the above phenomena, the author is interested in researching the role of trust as an intervening variable in mediating price fairness, customer experience, and customer satisfaction towards producer loyalty of assisted shrimp producers on the Aceh Aquaculture Cooperative (AAC). For other research, it is hoped that the results of this research can become a reference that can enrich the body of research that uses new variables that correlate with the variables of this research, both as cooperative studies and theoretical gaps.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Price Fairness

Price fairness is customers' perception of the fair price difference received compared to other places (Bolton in Consuegra *et al.* , 2007). Reasonable price refers to several indicators from Marpaung & Maekaniwati (2020), including affordable price, match of price with product benefits, match of price with production quality, and competitive price with other products.

Customer Experience

Customer experience is a set of interactions between customers and products, companies, or parts of organizations that elicit reactions. This experience is good rationally, emotionally, sensorial, physically, and spiritually (Paramudita and Japarianto, 2012). Customer experience refers to several indicators according to Schmitt (1999), including Sense (the human sensory organs that evaluate the taste of products and services offered), Feel (an emotional display towards ideas, pleasures, and reputation for customer service), Think (a cognitive experience in problem-solving involving creative customers), Act (designed to create physical body-related customer experiences), and Relate (a relationship with others, other social groups (such as work, lifestyle) or broader social identities).

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the expected performance (result) of a product with its actual performance (Kotler, 2014). According to Firmansyah and Mochklas (2018), customer satisfaction indicators include complaint and suggestion systems, mystery shopping, customer loss rates, and customer satisfaction surveys.

Customer Trust

Customer trust pertains to the positive belief given by the second party to the first party (Sumarwan, 2011). Customer trust refers to several indicators according to Yolandari & Kusumadewi (2018) and Mowen & Minor (2012), including honesty, keeping promises, consistency in quality, understanding customer desires, and informing with quality information.

Producer Loyalty

Producer loyalty refers to the motivation of producers to repeatedly sell their products and engage in long-term relationships with buyers. (Boniface *et al.*, 2010). Producer loyalty refers to several indicators from Lupiyoadi (2008), including repeat transactions, recommending to others, no intention to move, and having no other options.

Price Fairness and Customer Trust

In the market, price relationships play a crucial role as determinants of purchasing behavior (Matzler *et al.*, 2006). Price satisfaction influences consumer purchasing intentions (Munnukka, 2008) and fosters long-term consumer loyalty (Espejel *et al.*, 2008). Price unfairness leads to dissatisfaction and a decline in repurchase intention (Campbell, 1999), as it significantly impacts overall price satisfaction (Matzler *et al.*, 2007). Conversely, price fairness enhances customer satisfaction and loyalty (Estalami *et al.*, 2007). Concerns about fairness and trust arise, particularly when suppliers charge different prices for the same product or service from the buyer's perspective (Grewal *et al.*, 2004). Suppliers also perceive unfair treatment when buyers offer different prices to different suppliers (Somogyi & Gyau, 2009). Meanwhile, Herawaty *et al.* (2016) investigated the influence of price fairness on customer loyalty. According to their research findings, price fairness positively affects customer loyalty. Similarly, Nasution (2017) asserts a positive and significant impact of price fairness on customer loyalty. Additionally, in Sutiyani's study (2018) on the influence of price fairness on customer loyalty, the results demonstrate a positive and significant effect.

H1: Price fairness has a positive and significant effect on the trust of trained shrimp producers in the AAC Cooperative.

Customer Experience and Customer Trust

Based on the literature study conducted by Nasution *et al.* (2014) on customer experience, it is evident that each experience perceived by customers accumulates into a collection of various experiences in consuming products or service offerings. These experiences have a direct impact on changes in customer attitudes, particularly in terms of customer trust in specific products or service offerings. Another study related to branding conducted by Ha and Perks (2005) resulted in a positive

correlation, indicating that customer-perceived experiences with a brand can influence customer trust in that brand. The final results of the research demonstrate that various experiences, cognitive and emotional customer satisfaction, and a high level of brand familiarity are influential factors affecting customer trust in a brand. This correlation aligns with the findings of a study conducted by Chinomona (2013).

H2: Customer experience has a positive and significant influence on the trust of shrimp producers affiliated with the AAC Cooperative.

Customer Satisfaction and Customer Trust

According to the research conducted by Suki (2011), the correlation analysis results between customer satisfaction and trust involving customers towards vendors in the m-commerce (mobile commerce) sector are evident. In addition to the m-commerce field, other studies analyzing the relationship between customer satisfaction and the level of trust in the retail sector also show similar patterns. The study's findings indicate a significant direct relationship, where the stronger the past perceived customer satisfaction, the stronger the current trust levels of customers (Shpetim, 2012). Furthermore, Wardaya (2017) states that customer satisfaction has a positive and significant impact on customer trust.

H3: Customer satisfaction has a positive and significant impact on the trust of shrimp producers affiliated with the AAC Cooperative.

Price fairness and producer loyalty

Herawaty et al. (2016) evaluated the impact of price fairness on customer loyalty and found that price fairness has a positive influence. In line with Nasution (2017) who states that price fairness has a good and large influence on customer loyalty. Furthermore, according to the findings of Sutiyan (2018), price fairness has a good and significant influence on customer loyalty.

H4: Price fairness has a positive and significant effect on the loyalty of fostered shrimp producers at the AAC Cooperative.

Customer experience and producer loyalty

Customer experience of a product or service will be one of the most important variables affecting customer loyalty (Wang, 2010). This data-based research concludes that customer loyalty is one of the dependent variables on customer experience. According to Mascarenhas et al. (2006), customer experience includes physical momentum. The stronger or more positive the customer experience momentum felt by customers in this aspect, the higher the level of customer loyalty, from the lowest level (global disloyalty) to the highest level (platinum loyalty).

H5: Customer experience has a positive and significant effect on the loyalty of fostered shrimp producers at the AAC Cooperative.

Customer Satisfaction and producer loyalty

Wardaya (2017) found a correlation pattern between customer satisfaction and loyalty. This study looks at the impact of customer experience on loyalty by measuring customer satisfaction and trust among Auto 2000 Workshop customers in Surabaya. The findings show that customer satisfaction has a significant impact on customer loyalty. Mohsan et al. (2011) previously examined the effect of customer satisfaction on customer loyalty and switching intensity in the banking business. Based on the research findings, client satisfaction affects customer loyalty.

H6: Customer satisfaction has a positive and significant effect on the loyalty of fostered shrimp producers at the AAC Cooperative.

Customer Trust and producer loyalty

Customer trust pertains to the positive belief given by the second party to the first party (Sumarwan, 2011). Customer trust refers to several indicators according to Yolandari & Kusumadewi (2018) and Mowen & Minor (2012), including honesty, keeping promises, consistency in quality, understanding customer desires, and informing with quality information.

The study by Alrubaiee and Al-Nazer (2010) affirms that trust can be reliably predicted. Consequently, top management should attentively consider trust factors. Sivesan's research (2012) also demonstrates that trust significantly influences customer loyalty. In a study conducted on a Rural Bank (Bank BPR), Wijayanto (2015) discovered that trust has a positive and significant impact on loyalty, suggesting that customer loyalty is significantly influenced by customers' trust in the bank. Exchange partners, highly satisfied with the economic returns from such relationships, often consider their exchange partners trustworthy (Batt, 2010). When satisfied customers trust the company, it positively influences loyalty (Kassim & Abdullah, 2010). Therefore, although the B2B context is not extensively understood, trust is perceived as an intermediary between customer satisfaction and loyalty. Additionally, Kassim and Abdullah (2010), in their study of 357 e-commerce customers in the e-commerce industries of Malaysia and Qatar, revealed that trust has a robust, positive, and significant impact on customer loyalty.

H7: Trust positively and significantly affects the loyalty of shrimp producers affiliated with the AAC Cooperative.

price fairness, Customer trust, and Producer Loyalty

Producer loyalty refers to the motivation of producers to repeatedly sell their products and engage in long-term relationships with buyers. (Boniface *et al.*, 2010). Producer loyalty refers to several indicators from Lupiyoadi (2008), including repeat transactions, recommending to others, no intention to move, and having no other options.

The relationship between price fairness and customer trust, as asserted by Gyau and Spiller (2007), indicates that price satisfaction positively influences the level of trust between buyers and sellers. Previous research has examined price satisfaction as a one-dimensional structure (Gyau *et al.*, 2011). Meanwhile, Herawaty *et al.* (2016) demonstrated that customer trust has a unidirectional influence on loyalty. When the relationship between price fairness is mediated by customer trust, deeply embedded, it is expected to affect loyalty towards the shrimp producers associated with the AAC Cooperative. Through customer trust, it is anticipated that price fairness will have a more effective impact compared to the direct influence of price fairness on loyalty. Factors influencing customer trust include sincerity, competence, integrity, and open and regular communication (Mayer *et al.*, 1995 & Pappers and Roggers, 2004).

H8: Customer trust mediates the influence of price fairness on loyalty towards the shrimp producers associated with the AAC Cooperative.

Customer Experience, Customer trust, and Producer Loyalty

The relationship between customer experience and trust, as posited by Nasution *et al.* (2014), suggests that each experience perceived by customers accumulates into a collection of various encounters in consuming products or services, thereby directly impacting changes in customer attitudes, particularly in terms of trust towards specific products or services. Meanwhile, Mascarenhas *et al.* (2006) state that customer experience encompasses physical momentum. The stronger or more positive the customer's experience in these three aspects, the higher the level of customer loyalty, ranging from the lowest level (global disloyalty) to the highest level (platinum loyalty).

When the relationship between customer experience is mediated by deeply embedded customer trust, it is expected to influence loyalty towards the shrimp producers affiliated with the AAC Cooperative. Through customer trust, it is anticipated that customer experience will have a more effective impact compared to the direct influence of customer experience on loyalty. Ahmad (2011)

reinforces that successful business is influenced by consumer interest in products, services, or the company through authentic experiences that create personal value.

H9: Customer trust mediates the influence of customer experience on loyalty towards the shrimp producers affiliated with the AAC Cooperative.

Customer Satisfaction, Customer trust, and Producer Loyalty

Suki (2011) states that based on the results, there is a correlation between customer satisfaction and customer trust involving customers in the m-commerce (mobile commerce) vendor field. Besides m-commerce, other studies analyzing the relationship between customer satisfaction and the level of customer trust in the retail field also show a similar pattern. Meanwhile, the relationship between customer satisfaction and customer loyalty, as proposed by Wardaya (2017), demonstrates a pattern of the relationship between the level of customer satisfaction and customer loyalty. This study examines the influence of customer experience on customer loyalty through customer satisfaction and customer trust in customers of Bengkel Auto 2000 in Surabaya. The results indicate that customer satisfaction significantly influences customer loyalty.

H10: Customer trust mediates the influence of customer satisfaction on loyalty towards the shrimp producers affiliated with the AAC Cooperative.

RESEARCH METHODS

The independent variables in this study consist of price fairness, customer experience, and customer satisfaction. Customer trust is a mediator, while manufacturer loyalty is the dependent variable. This study uses statements in a questionnaire as the data collection tool, using a Linkert scale modified to 1-5. The population in this study is shrimp producers under the AAC cooperative, totaling 132. The measurement used a Likert-type scale from 1 (Strongly Disagree) to 6 (Strongly Agree). The validity was conducted using the Pearson Product Moment Correlation technique and reliability using the Cronbach Alpha technique with SPSS 26. Meanwhile, the analysis using SEM (Structural Equation Model) using Amos,

The population is a complete group with similar characteristics (Lim & Ting, 2012). Sampling is widely used in academic research to gather essential information about the population. According to Saldaña (2011), various factors can influence the number of respondents in a sample. The sample size in this research is determined based on the number of data to be used in Structural Equation Modeling (SEM) analysis. According to Ferdinand (2002), several guidelines for determining the sample size for SEM are as follows: a) when estimating parameters using maximum likelihood estimation, the recommended sample size is between 100 and 200; b) about 5 to 10 times the number of parameters expected in the model; and c) about 5 to 10 times the number of manifest (indicator) variables from the overall latent variables. This study involves 22 indicators, so, referring to the third rule, a minimum sample size of 5 x 22 or 110 and a maximum sample size of 10 x 22 or 220 is required. Based on these rules, the author chooses 6 x 22 or 132. The obtained sample size of 132 in this study meets the requirements.

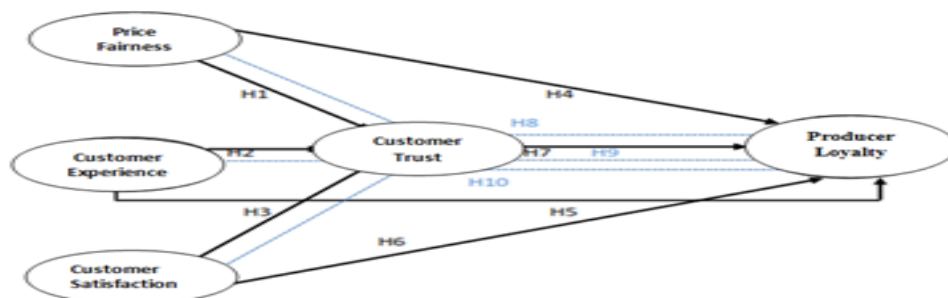


Figure 1.1 Conceptual Framework

RESULT AND DISCUSSION

Based on the research results, in the data validity of the CFA endogenous, there is no indicator below the value of 0.6, and all are declared valid. Furthermore, for the exogenous CFA data, the loading factor values of all indicators are ≥ 0.60 , except for the indicator PF3, with a value of $0.567 < 0.60$, and the indicator CE3, with a value of $0.590 < 0.60$. Hence, these two indicators cannot be continued and must be excluded from the analysis. According to Ghozali (2013), the convergent validity value, i.e., indicators with factor loading values below 0.5, is invalid for measuring the construct and must be dropped from the analysis. After removing the invalid indicators, the CFA analysis results, after dropping the three indicators in the model in Figure 1.2, represent the CFA results after removing the PF3 and CE3 indicators.

Table 1 Conclusion of Construct Reliability and Variance Extracted Test Results

| No | Variables | Construct Reliability | | Variance Extracted | | Conclusion |
|----|-----------------------|-----------------------|----------|--------------------|----------|------------|
| | | Cut Off | Value | Cut Off | Value | |
| | | Value | Obtained | Value | Obtained | |
| 1 | Producer_Loyalty | 0,7 | 0,824 | 0,5 | 0,541 | Reliable |
| 2 | Customer_Trust | 0,7 | 0,858 | 0,5 | 0,548 | Reliable |
| 3 | Price_Fairness | 0,7 | 0,780 | 0,5 | 0,543 | Reliable |
| 4 | Customer_Experience | 0,7 | 0,719 | 0,5 | 0,543 | Reliable |
| 5 | Customer_Satisfaction | 0,7 | 0,725 | 0,5 | 0,555 | Reliable |

The data in Table 1 explains that all constructs in this research model have good reliability and convergent values, enabling the model to proceed to the next stages. Before measuring Discriminant Validity, it is necessary to know the correlation values between constructs in the research model as a comparison against the square root values. Figure 1.3 illustrates the correlation values between latent constructs.

To measure how distinct one construct is from another, the calculation results of discriminant validity are presented below by comparing the square root values with the correlation values between constructs (Ghozali, 2013). The results of the discriminant validity calculation appear in Table 1.3.

Table 2 Cross-Loading

| Constructs | Producer Loyalty | Customer Trust | Price Fairness | Customer Experience | Customer Satisfaction |
|-----------------------|------------------|----------------|----------------|---------------------|-----------------------|
| Producer Loyalty | 0,736 | | | | |
| Customer Trust | 0,670 | 0,740 | | | |
| Price Fairness | 0,642 | 0,500 | 0,737 | | |
| Customer Experience | 0,702 | 0,640 | 0,574 | 0,737 | |
| Customer Satisfaction | 0,363 | 0,364 | 0,053 | 0,270 | 0,745 |

Note: Bold values represent the square root of Variance Extracted

Based on the data in Table 2, it can be explained that all latent constructs have good discriminant validity. It is evident from the square root values of AVE for each latent construct being higher than the correlation values between constructs. For instance, the latent construct "loyalty towards affiliated shrimp producers" has a square root value of 0.736, which is higher than its correlations with "customer trust" (0.670), "price fairness" (0.642), "customer experience" (0.702), and "customer satisfaction" (0.363). Similarly, the square root value of AVE for the latent construct "customer trust" is 0.740, which is higher than its correlations with "price fairness" (0.500), "customer experience" (0.640), and "customer satisfaction" (0.364). The latent construct "price fairness" has a square root value of 0.737, which is higher than its correlations with "customer experience" (0.574)

and "customer satisfaction" (0.053). Lastly, the latent construct "customer satisfaction" has a square root value of 0.745.

The results of the goodness-of-fit analysis indicate that the overall model evaluation has met the established criteria, except for the Probability, GFI, AGFI, and TLI values, which are still marginal. For improving the goodness-of-fit values, modifications are needed by connecting error terms, as recommended by Amos in the modification indices (Ghozali, 2013). To make these modifications, the author follows the SEM Amos guidelines using the Modification Indices.

The results of the goodness-of-fit analysis indicate that after modifications, all criteria values are better than before, except for GFI and AGFI, which are still marginal. The Goodness of Fit Index (GFI) in the analysis has a value of 0.897, meaning the model is still in the category of marginal fit ($0.80 \leq \text{GFI} < 0.90$). GFI is an assessment used to evaluate the overall model fit by calculating the comparison between the predicted model's squared residuals and the actual observed data (Latan, 2013). Additionally, one more marginal criterion, which is the Adjusted Goodness-of-Fit Index (AGFI), is slightly smaller than the recommended value of 0.860. However, following Salisbury et al. (2001), Cheng (2001), Hu et al. (1999), and Segars & Grover (1993) in Ma'rif et al. (2002), they recommend a minimum AGFI of ≥ 0.80 . Therefore, overall, the developed model fits the data. In conclusion, the entire research model is deemed fitting.

Table 3 The Influence of Exogenous Variables on Endogenous Variables

| | | | Estimate | S.E. | C.R. | P |
|------------------|------|-----------------------|----------|-------|-------|--------|
| Customer Trust | <--- | Price Fairness | 0,217 | 0,110 | 1,975 | 0,048 |
| Customer Trust | <--- | Customer Experience | 0,436 | 0,125 | 3,483 | 0,0001 |
| Customer Trust | <--- | Customer Satisfaction | 0,223 | 0,088 | 2,532 | 0,011 |
| Producer Loyalty | <--- | Price Fairness | 0,312 | 0,106 | 2,932 | 0,003 |
| Producer Loyalty | <--- | Customer Experience | 0,302 | 0,123 | 2,453 | 0,014 |
| Producer Loyalty | <--- | Customer Satisfaction | 0,166 | 0,083 | 2,000 | 0,045 |
| Producer Loyalty | <--- | Customer Trust | 0,243 | 0,117 | 2,070 | 0,038 |

Based on the data analysis results presented in Table 3, all exogenous variables (price fairness, customer experience, and customer satisfaction) have a significant direct influence on customer trust and loyalty towards the affiliated shrimp producers. Moreover, customer trust significantly affects loyalty towards shrimp producers.

To examine the influence of the mediation effect, it is essential to test the extent of both direct (direct effect) and indirect (indirect effect) impacts, as well as the overall influence (total effect). Based on the Amos tests, the results are in Table 4.

Table 4 Standardized Direct, Indirect & Total Effects

| | Customer Satisfaction | Customer Experience | Price Fairness | Customer Trust | Producer Loyalty |
|-------------------------|-----------------------|---------------------|----------------|----------------|------------------|
| Direct Effects | | | | | |
| Customer Trust | 0,232 | 0,444 | 0,233 | 0,000 | 0,000 |
| Producer Loyalty | 0,174 | 0,307 | 0,335 | 0,243 | 0,000 |
| Indirect Effects | | | | | |
| Customer Trust | 0,000 | 0,000 | 0,000 | 0,000 | 0,000 |
| Producer Loyalty | 0,056 | 0,108 | 0,057 | 0,000 | 0,000 |
| Total Effects | | | | | |
| Customer Trust | 0,232 | 0,444 | 0,233 | 0,000 | 0,000 |
| Producer Loyalty | 0,230 | 0,415 | 0,391 | 0,243 | 0,000 |

From Table 4, it is evident that the direct influence of price fairness on customer trust is 0.233, and loyalty towards the affiliated shrimp producers is 0.335. Furthermore, the direct influence of customer experience on customer trust is 0.444, and loyalty towards the affiliated shrimp producers is 0.307. Meanwhile, the direct effect of customer satisfaction on customer trust is 0.232, and loyalty towards the affiliated shrimp producers is 0.174. In addition to the direct effects, Table 1.7 also illustrates the indirect effects between the three exogenous variables and the endogenous variable. The indirect influence of the price fairness variable on loyalty towards the affiliated shrimp producers is 0.057, and the indirect influence of the customer experience variable on loyalty towards the affiliated shrimp producers is 0.108. Subsequently, the indirect effect of the customer satisfaction variable on loyalty towards the affiliated shrimp producers is 0.056. The total influence of price fairness on customer trust is equal to the direct effect, namely 0.233, and loyalty towards the affiliated shrimp producers is 0.391. Furthermore, the total effect of customer experience on customer trust is 0.444, and loyalty towards the affiliated shrimp producers is 0.415. Meanwhile, the total influence of customer satisfaction on customer trust is equal to the direct influence, being 0.232, and loyalty towards the affiliated shrimp producers is 0.230.

The results of this study indicate an influence of price fairness (PF) on customer trust (CT) within the AAC Cooperative. This influence is substantiated by the standardized estimate coefficient or regression weight, also known as the gamma coefficient, recorded at 0.110. The Critical Ratio (CR), analogous to the t-value, significantly exceeds the required minimum CR of 1.96 ($1.975 > 1.96$). Additionally, the probability is smaller than the significance level (alpha) $\alpha=0.05$, standing at ($0.048 < 0.05$). Consequently, it can be declared as statistically significant. Since the significance ($P < 0.05$), PF influences CT. This study accepts the first hypothesis, stating that price fairness positively and significantly affects customer trust. It implies that if the price fairness within this cooperative is good, customer trust will increase.

These findings reinforce previous research conducted by Matzler et al. (2006), asserting that the relationship between price and purchase is crucial (Matzler et al., 2006). Price satisfaction influences consumer buying intentions (Munnukka, 2008) and fosters long-term consumer loyalty (Espejel et al., 2008). According to Gyau and Spiller (2007), price satisfaction positively impacts the level of trust between buyers and sellers. Previous research has examined price satisfaction as a one-dimensional structure (Gyau et al., 2011).

The findings of this study indicate a significant influence of Customer Experience (CE) on Customer Trust (CT) within the AAC Cooperative. This influence is substantiated by the standardized estimate coefficient or regression weight, also known as the gamma coefficient, which is recorded at 0.125. The Critical Ratio (CR), analogous to the t-value, significantly exceeds the required minimum CR of 1.96 ($3.483 > 1.96$). Additionally, the probability is smaller than the significance level (alpha) $\alpha=0.05$, standing at ($0.0001 < 0.05$). Consequently, it can be asserted as statistically significant.

Due to the significance level ($P < 0.05$), this study accepts the second hypothesis, affirming that customer experience positively and significantly affects customer trust. It implies that a positive experience with the shrimp producers associated with this cooperative will lead to an increased level of customer trust. These findings align with earlier research conducted by Nasution et al. (2014) on customer experience, demonstrating that accumulated customer experiences directly influence changes in customer attitudes, particularly in terms of trust toward specific products or services. Another study related to brands by Ha and Perks (2005) established a positive correlation, indicating that perceived customer experiences with a brand can influence customer trust in that brand. In conclusion, the study reveals that various experiences, cognitive and emotional customer satisfaction, and a high level of brand familiarity are robust factors influencing customer trust in a brand. This correlation aligns with concepts demonstrated in a study by Chinomona (2013).

The results of this study indicate a significant influence of customer satisfaction (CS) on customer trust (CT) within the AAC Cooperative with the standardized estimate coefficient, regression

weight, or gamma coefficient of 0.088 and the CR-critical ratio value (equivalent to the t-value) notably higher than the minimum C.R. threshold of 1.96 ($2.532 > 1.96$). Furthermore, the probability is below the established error level (alpha) of $\alpha = 0.05$, specifically at $0.011 < 0.05$. Therefore, it can be declared as statistically significant. Given that the significance ($P < 0.05$), customer satisfaction (CS) influences customer trust (CT). The results of this study confirm hypothesis three, stating that customer satisfaction positively and significantly affects customer trust. It implies that if customer satisfaction is implemented in this cooperative, customer trust will increase.

These findings reinforce the results of previous research conducted by Suki (2011), demonstrating the correlation analysis between the variables of customer satisfaction and customer trust involving customers in the m-commerce (mobile commerce) vendor field. Besides m-commerce, other studies analyzing the relationship between customer satisfaction and the level of customer trust in the retail sector also show similar patterns. The study results indicate a significant direct relationship, where higher customer satisfaction perceived in the past will bolster the current level of customer trust (Shpetim, 2012). Additionally, Wardaya (2017) asserts that customer satisfaction positively and significantly affects customer trust.

The results of this study indicate a significant influence of price fairness (PF) on the loyalty of affiliated shrimp producers in the AAC Cooperative. This influence is substantiated by the standardized estimate coefficient, regression weight, or gamma coefficient of 0.106, with a CR-critical ratio value (equivalent to t-value) significantly higher than the minimum C.R. threshold of 1.96 ($2.932 > 1.96$). Additionally, the probability is lower than the established error level (alpha) of $\alpha = 0.05$, standing at $0.003 < 0.05$. Therefore, it can be declared as statistically significant. Because of significance ($P < 0.05$), this research accepts hypothesis four, stating that price fairness has a positive and significant effect on the loyalty of affiliated shrimp producers. This means that good price fairness will enhance performance.

It aligns with the statement by Nasution (2017), which asserts a positive and significant influence of customer satisfaction on customer loyalty. Additionally, the research by Sutiyani (2018) on the impact of price fairness on customer loyalty found that price fairness has a positive and significant effect on customer loyalty. The results of this study further support the findings of Lusia et al. (2019), who discovered that customer satisfaction has a positive and significant influence on loyalty.

The results of this study indicate a significant influence of customer experience (CE) on the loyalty of affiliated shrimp producers in the AAC Cooperative. This influence is substantiated by the standardized estimate coefficient, regression weight, or gamma coefficient of 0.123, with a CR-critical ratio value (equivalent to t-value) significantly higher than the minimum C.R. threshold of 1.96 ($2.453 > 1.96$). Additionally, the probability is lower than the established error level (alpha) of $\alpha = 0.05$, standing at $0.014 < 0.05$. Therefore, it can be declared as statistically significant. Due to the significance ($P < 0.05$), this research accepts hypothesis five, stating that customer experience has a positive and significant effect on the loyalty of affiliated shrimp producers. It means that if the experience of affiliated shrimp producers in this cooperative is positive, their loyalty will increase.

The findings of this study align with previous research conducted by Wang (2010), which showed that the experience perceived by customers while consuming a product or service plays a significant role in influencing customer loyalty. Moreover, Mascarenhas et al. (2006) state that customer experience encompasses physical momentum. The stronger or more positive the customer experience momentum perceived by customers in these three aspects, the higher the level of customer loyalty, ranging from the lowest level (global disloyalty) to the highest level (platinum loyalty).

The findings of this study reveal a significant impact of customer satisfaction (CS) on the loyalty of affiliated shrimp producers in the AAC Cooperative. This influence is supported by the standardized estimate coefficient, regression weight, or gamma coefficient of 0.083, with a CR-critical ratio value (equivalent to t-value) significantly exceeding the minimum C.R. threshold of 1.96 ($2.000 >$

1.96). Additionally, the probability is lower than the established error level (alpha) of $\alpha = 0.05$, standing at $0.045 < 0.05$. Consequently, it can be declared as statistically significant. Due to the significance ($P < 0.05$), this research endorses hypothesis six, asserting that customer satisfaction has a positive and significant effect on the loyalty of affiliated shrimp producers. It implies that if customer satisfaction practices are implemented in this cooperative, producer loyalty will increase.

These research findings align with prior studies, such as the investigation conducted by Wardaya (2017), which demonstrated that customer satisfaction significantly influences customer loyalty. Furthermore, an earlier study by Mohsan et al. (2011), focusing on the banking service sector, explored the impact of customer satisfaction on customer loyalty and switching intensity. The results from that research indicate that customer satisfaction plays a crucial role in influencing customer loyalty.

The results of this study indicate a significant influence of customer trust (CT) on the loyalty of affiliated shrimp producers in the AAC Cooperative. This influence is supported by the standardized estimate coefficient, regression weight, or gamma coefficient of 0.117, with CR-critical ratio value (equivalent to t-value) substantially higher than the minimal C.R. required at 1.96 ($2.070 > 1.96$) and with the probability lower than the error level (alpha) $\alpha = 0.05$, at $0.038 < 0.05$. Therefore, it can be declared as statistically significant. Since the significance ($P < 0.05$), this research accepts hypothesis seven, asserting that customer trust has a positive and significant effect on the loyalty of affiliated shrimp producers.

It suggests that if the trust of the affiliated shrimp producers in this cooperative is strong, their loyalty will increase. The findings of this study align with previous research conducted by Sivesan (2012), which also demonstrated that trust significantly influences customer loyalty. Wijayanto (2015), in research on a Rural Bank (Bank BPR), found that trust has a positive and significant effect on loyalty. It underscores that customer loyalty is notably influenced by the level of trust customers place in the bank.

The loyalty of affiliated shrimp producers is not solely influenced by the competence of the producers but can also be affected by customer trust. The examination of whether customer trust mediates the relationship between price fairness and the loyalty of affiliated shrimp producers in the AAC Cooperative can be conducted through testing with the Sobel test tool developed by Preacher and Hayes (2004). Baron and Kenny's theory explains that if the probability value on path C' is significant, then partial mediation occurs. If the probability value on path C' is insignificant (>0.05), then perfect mediation occurs, indicating that the intervening variable fully mediates the impact between the exogenous and the endogenous variable. Calculation using the Sobel test, an interactive calculation tool for mediation tests, yielded results that the probability value on path C is significant (0.138). It implies that the variable of customer trust fully mediates between the variable of customer experience and the loyalty of affiliated shrimp producers in the AAC Cooperative.

The findings of this research support the research model, as stated by Gyau and Spiller (2007), where price satisfaction positively influences the level of trust between buyers and sellers. Previous research has examined price satisfaction as a one-dimensional structure (Gyau et al., 2011), while Herawaty et al. (2016) demonstrated that customer trust has a unidirectional effect on loyalty.

The loyalty of affiliated shrimp producers is not only directly influenced by career development but can also be affected by customer trust. Whether customer trust mediates the relationship between the customer experience variable and the loyalty of affiliated shrimp producers in the AAC Cooperative can be examined through the results of testing using the Sobel test tool developed by Preacher and Hayes (2004). Baron and Kenny's theory explains that if the probability value on path C' is significant, then partial mediation occurs. Then, if the probability value on path C' is insignificant (>0.05), perfect mediation occurs, indicating that the intervening variable has a fully mediating impact between the exogenous variable and the endogenous variable. Calculation using the Sobel interactive calculation tool for mediation tests yielded results that the probability value on

path C' is insignificant (0.072), meaning that the variable of customer trust fully mediates between the customer experience variable and the loyalty of affiliated shrimp producers in the AAC Cooperative.

The results of this research support the model, as stated by Nasution et al. (2014), who emphasize that each experience perceived by customers accumulates into a collection of various experiences in consuming products or service offerings, thereby directly impacting changes in customer attitudes, particularly in terms of trust in specific products or service offerings. Additionally, Mascarenhas et al. (2006) note that customer experience encompasses physical momentum. So, the stronger or more positive the perceived customer experience momentum in these three aspects, the higher the level of customer loyalty, ranging from the lowest level (global disloyalty) to the highest level (platinum loyalty).

The loyalty of affiliated shrimp producers is influenced not only by the producers' competence but also by the customer trust. The examination of whether customer trust mediates the relationship between customer satisfaction and the loyalty of affiliated shrimp producers in the AAC Cooperative was conducted using the Sobel test tool developed by Preacher and Hayes (2004). Baron and Kenny's theory posits that if the probability value on path C' is significant, partial mediation occurs; if the probability value on path C' is not significant (>0.05), perfect mediation occurs, indicating that the intervening variable has a fully mediating impact between the exogenous variable and the endogenous variable. Calculation using the Sobel interactive calculation tool for mediation tests yielded results that the probability value on path C' is not significant (0.102), signifying that the variable of customer trust fully mediates between the variable of customer experience and the loyalty of affiliated shrimp producers in the AAC Cooperative.

The findings of this research support the model, aligning with Suki's (2011) study, which indicates correlation analysis results between customer satisfaction and customer trust in the m-commerce (mobile commerce) sector. Additionally, beyond the m-commerce field, other studies analyzing the relationship between customer satisfaction and the level of customer trust in the retail sector also reveal similar patterns. Meanwhile, the relationship between customer satisfaction and customer loyalty, as proposed by Wardaya (2017), illustrates the connection between the level of customer satisfaction and customer loyalty. This study explores the influence of customer experience on customer loyalty through customer satisfaction and trust in customers at Bengkel Auto 2000 in Surabaya. The results obtained demonstrate that customer satisfaction significantly influences customer loyalty.

CONCLUSION

Based on the previously outlined research objectives, several research conclusions appear as follows: Price fairness has a positive and significant influence on the trust of shrimp producers affiliated with the AAC Cooperative. It implies that if price fairness is maintained, customer trust will increase. Customer experience has a positive and significant influence on the trust of affiliated shrimp producers in the AAC Cooperative. It means that if the experience of affiliated shrimp producers in the AAC Cooperative is positive, their trust will also increase. Customer satisfaction has a positive and significant influence on the trust of affiliated shrimp producers in the AAC Cooperative. It indicates that if customer satisfaction among affiliated shrimp producers in the AAC Cooperative is effectively implemented, their trust will increase. Price fairness has a positive and significant influence on the loyalty of affiliated shrimp producers in the AAC Cooperative. It implies that with good price fairness, the loyalty of affiliated shrimp producers in the AAC Cooperative will increase. Customer experience positively and significantly influences the loyalty of affiliated shrimp producers in the AAC Cooperative. It means that if the experience of affiliated shrimp producers in the AAC Cooperative is positive, their loyalty will increase. Customer satisfaction has a positive and significant influence on the loyalty of affiliated shrimp producers in the AAC Cooperative. It suggests that if customer satisfaction is well provided, the loyalty of affiliated shrimp producers in the AAC Cooperative will increase. Customer trust positively and significantly influences the loyalty of affiliated shrimp

producers in the AAC Cooperative. It means that if the trust of affiliated shrimp producers in the AAC Cooperative is met, their loyalty will increase. Customer trust provides full mediating effects on the relationship between price fairness and loyalty of affiliated shrimp producers in the AAC Cooperative. Customer trust provides full mediating effects on the relationship between customer experience and loyalty of affiliated shrimp producers in the AAC Cooperative. Customer trust provides full mediating effects on the relationship between customer satisfaction and loyalty of affiliated shrimp producers in the AAC Cooperative.

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