



**UNIVERSITAS INDONESIA**

**THE INFLUENCE OF PERCEIVED QUALITY, PRICE FAIRNESS,  
PERCEIVED VALUE, AND SATISFACTION ON CUSTOMER'S  
REVISIT INTENTION AND WORD-OF-MOUTH INTENTIONS  
TOWARDS INDONESIAN COFFEE SHOPS**

**UNDERGRADUATE THESIS**

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**FACULTY OF ECONOMICS AND BUSINESS INTERNATIONAL  
UNDERGRADUATE PROGRAM DEPOK  
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