

# Systematic Literature Review (Slr) Based On Prisms And Analysis Bibliometrics: Influence Price And Service Value On Customer Loyalty Mediated By Customer Trust And Satisfaction At The Galeong Barbershop Faceoff

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## ABSTRACT

*This study aims to analyze the development of studies on the influence of price and service value on customer loyalty. trust And satisfaction customer as variables mediation. The study used a PRISMA-based Systematic Literature Review (SLR) approach combined with bibliometric analysis to map publication trends, keyword structure, theme density, and research collaborations. Data were obtained from the Scopus database for the 2020-2026 period, focusing on the keywords price, service value, customer trust, customer satisfaction, and customer loyalty. The selection results showed that 4,643 articles met the inclusion criteria for further analysis. Bibliometric findings show that customer loyalty is a central node. Which related close with price, service value, customer trust, customer satisfaction, repurchase intention, and word of mouth. Substantively, fair pricing and high service value contribute to customer loyalty, both directly and through increased trust and satisfaction. This study provides theoretical contributions to the services marketing literature and implications. practical for manager barbershop in designing pricing strategy, service experience, and ongoing customer relationships.*

## INTRODUCTION

The personal care services industry, including barbershops, is experiencing rapid growth as consumer demand for services that are not only high quality but also... Also give experience Which worth (Laila et al. 2022). In context With increasingly fierce competition in services, customer loyalty has become one of the main indicators of business sustainability because loyal customers tend to make repeat purchases, provide recommendations, and have higher resistance to competitors' offers (Sofiatin 2020).

In the barbershop business, customer loyalty isn't formed instantly. The price of the service is considered... reasonable, transparent, And worth it with benefit service become factor important in forming perception consumer (Christian et al. 2025). Besides That, value

service or service Value reflects the customer's assessment of the benefits received relative to the costs incurred. When customers perceive a service to have high value, the likelihood of satisfaction and trust in the service provider increases (Efriadi 2023).

Various previous studies have shown that price and service value can influence customer loyalty both directly and through psychological variables such as trust and satisfaction (Wulandary et al. 2018). In the service context, customer trust is crucial because customers assess the consistency, integrity, and reliability of the service provider. Meanwhile, customer satisfaction reflects the customer's evaluation of the service experience compared to their expectations (Lucero et al. 2025).

Although the relationships between these variables have been widely discussed, previous research findings are scattered and show variations in industry context, analytical approach, and relationship model (Suwandana 2023). Therefore, a study is needed that systematically synthesizes previous findings using the SLR approach and quantitatively maps the topic's development using bibliometric analysis. This research focuses on the influence of price and service value on customer loyalty, mediated by trust and customer satisfaction, specifically to provide a theoretical foundation in the context of the Galeong Barbershop Faceoff.

## METHOD STUDY

This research is designed as a systematic literature review combined with analysis. bibliometrics For get understanding comprehensive about connection between prices, service value, customer trust, customer satisfaction, And customer loyalty in service business context (Theodorakopoulos & Theodoropoulou 2024). The Systematic Literature Review approach is used to explore, select, evaluate, and synthesize previous empirical findings in a structured manner (Theodorakopoulos & Theodoropoulou 2024). Meanwhile, bibliometric analysis is used to map the intellectual development of a field study through pattern publication, connectedness say key, network collaboration, and the concentration of research themes developing in the literature (Doan & Wu 2025).

The use of a combination of SLR and bibliometrics is seen as relevant because this research not only aims to summarize the results of previous studies, but also to identify the direction of development. research, position main variables in the structure literature, as well as opportunities for further research in the field of service marketing (Mai & Cuong 2021). Thus, this approach allows research to achieve two forms of contribution simultaneously, that is synthesis conceptual about connection intervariable And mapping quantitative analysis of the dynamics of scientific publications (Yusnidar 2025).

The research data sources were obtained from scientific journal articles indexed in the Scopus database. Scopus was selected based on its broad publication coverage, academic reputation, and the availability of metadata supporting bibliometric analysis. The articles analyzed were limited to publications from 2020–2026 to ensure the resulting study reflects the latest research developments, particularly the increasing attention to customer experience,

consumer loyalty, and service value strategies in the service industry (Wahyuni & Sara 2020).

The literature search strategy was conducted using a combination of keywords arranged based on the main research variables. The search strings used were as follows: ("price" OR "price fairness" OR "price perception") AND ("service value" OR "value for money" OR "perceived value") AND ("customer trust" OR "trust") AND ("customer satisfaction" OR "satisfaction") AND ("customer loyalty" OR "repurchase intention" OR "customer retention") AND ("barbershop" OR "service business" OR "service industry") (Habib et al. 2024).

This keyword combination was used to ensure that the articles obtained were directly related to the research focus, namely the influence of price and service value on customer loyalty through trust and satisfaction (Dybchuk et al. 2024). Furthermore, the use of equivalent terms such as perceived value, repurchase intention, and customer retention was done to broaden the search scope because the concept of customer loyalty in the service marketing literature is often discussed through interrelated terms (AA Ridwan 2020).

The eligibility criteria for articles are determined through inclusion and exclusion criteria. Inclusion criteria in study This includes: article discuss variables main, that is price, value services, trust customer, satisfaction customer, And loyalty customer; article published between 2020 and 2026; articles are from Scopus-indexed scientific journals; articles are available in full text; and articles use quantitative, qualitative, mixed methods, or systematic review approaches relevant to the topic of service marketing.

Through combination SLR And bibliometrics, study This make an effort serve the image that more comprehensive about development literature related price, value service, customer trust, satisfaction, and loyalty (Donthu et al. 2021). This approach also helps identify theoretical positions each variable, the relationship between constructs, as well as research direction time front in study marketing service, specifically on context business barbershop and customer experience-based services (Suwandana 2023).

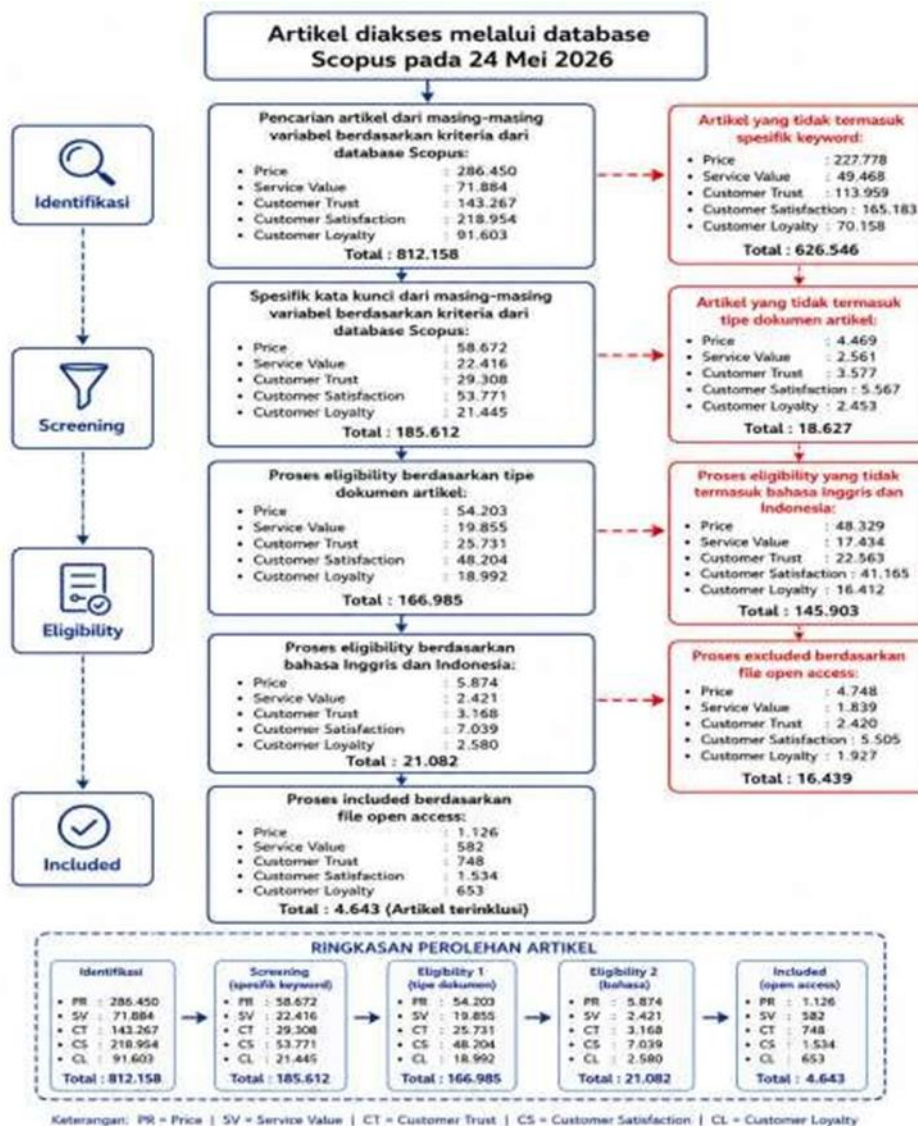
### **Inclusion Criteria**

1. The article discusses price, service value, customer trust, customer satisfaction, customer loyalty, or other relevant constructs such as perceived value, service quality, repurchase intention, and customer retention.
2. Article published on period 2020- 2026.
3. Article originate from journal scientific indexed by Scopus.
4. Article available in form full text.
5. Article use method quantitative, qualitative, mixed methods, or systematic review relevant to services.
6. Article own information bibliographic Which complete And can analyzed in a way bibliometrics.
7. Article presented in Language English And Indonesia
8. Article is open access to Scopus.

**Exclusion Criteria**

1. Article in the form of thesis, thesis, dissertation, book, proceedings, editorial, or article opinion.
2. Article No discuss loyalty customer or marketing service in a way relevant.
3. Article only discuss loyalty in context non-consumers, like employee loyalty or organizational loyalty.
4. Article No have abstract, say key, or metadata complete .
5. Article duplicate or own similarities data with article other Which has enter the selection process.

The article selection process follows the PRISMA guidelines, which consist of four stages. First, identification, which is the initial search for articles through the Scopus database using a combination of predetermined keywords (Bonfanti et al. 2026). Second, screening, which is the initial search for articles in the Scopus database using a combination of predetermined keywords (Bonfanti et al. 2026). that is stage filtering based on title, abstract, year publication, type documents, and topic suitability. Third, eligibility, which is the stage of evaluating the article's content thoroughly to ensure its suitability with the research focus. Fourth, inclusion, which is the final stage when article Which fulfil all over criteria used as source main in SLR synthesis And analysis bibliometrics. Procedure This used For guard transparency And replication of the literature selection process (Purnomo et al. 2023). With the PRISMA process, each article excluded from the analysis process has a clear rationale, so that the study results are not only descriptive but also have a systematic and accountable methodological basis (Harsono et al. 2024).



Picture 1. Diagram PRISM 2020 – Process Selection Article

The presentation per variable is used to show that each construct has a broad literature coverage in the Scopus database, but still has to go through a filtering process so that the articles used are truly relevant to the research focus (Arindaputri & Santoso 2023).

In the identification stage, the initial search yielded 812,158 articles. This number indicates that these five variables are themes that are widely studied in the literature. marketing, behavior consumer, And management service. From amount the, The most articles were found on the price variable with 286,450 articles, followed by customer satisfaction with 218,954 articles, customer trust with 143,267 articles, customer loyalty with 91,603 articles, and service value with 71,884 articles.

After filtering based on keyword specifications, the number of articles was reduced.

become 185,612 article. Matter This show that No all article Which

The primary keywords are directly related to the research focus. Many articles use terms like price , trust , or satisfaction in different contexts, so these need to be eliminated to focus the study's results.

The next stage was selection based on the article's document type. At this stage, articles that were not scientific journal documents were excluded, leaving 166,985 articles. Selection This important For guard quality source study Because study SLR and bibliometrics requires scientific articles to have a clear academic structure and metadata.

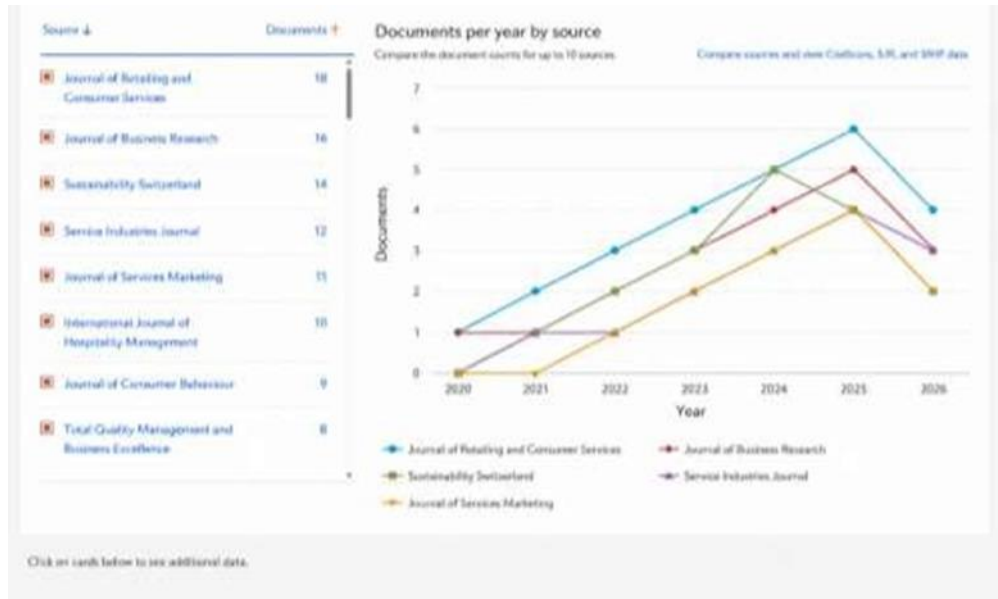
The selection process was conducted based on English and Indonesian. After this stage, 21,082 articles met the language criteria. This significant reduction in the number of articles indicates that the literature related to the research variables is spread across multiple languages, but this study limited the analysis to articles that could be consistently reviewed and met the research needs.

Stage end done based on availability file open access. Article Which not available in a way full issued from process analysis, so that obtained 4,643 article which is in the stage This article can then be used as a basis for literature synthesis and bibliometric analysis.

## **RESULTS AND DISCUSSION**

### **Distribution Publication Temporal**

Results analysis show that publication about price, service value, customer trust, customer satisfaction, And customer loyalty experience improvement significant in in recent years. Based on Scopus search data, the publication trend has started to increase since the year 2021 And reach the peak on period 2023-2025. Phenomenon This indicates increasing academic attention to the issues of customer loyalty, service experience quality, strategy price, as well as management customer relationship in era competition service which is increasingly intensive (Cunningham & Petzer 2026).



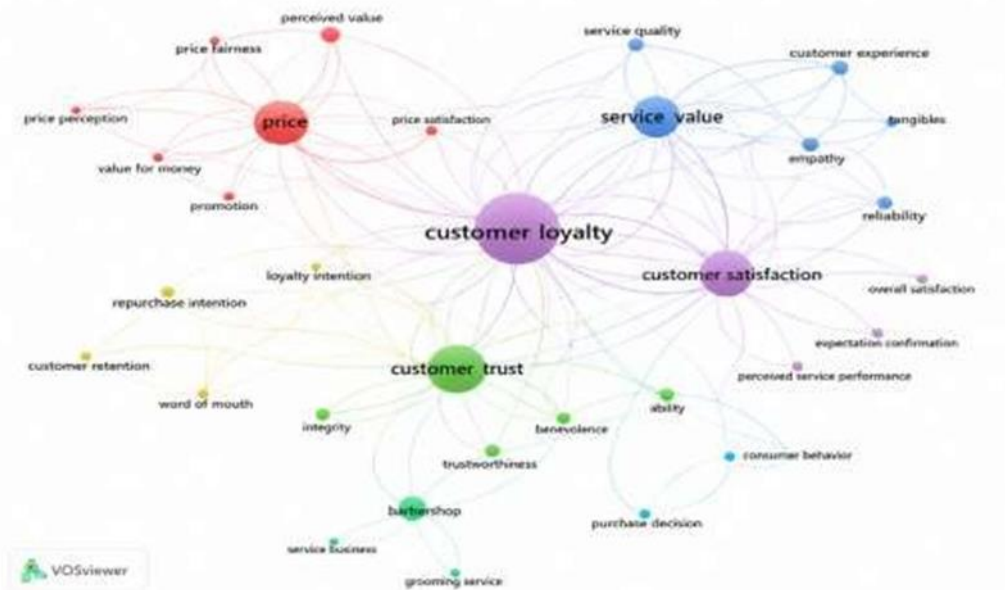
Picture 2. Temporal Publication Scopus Based on Variables

The increase in the number of articles during this period shows that this topic is being is at on phase growth stage in cycle development knowledge knowledge (Habib et al. 2024). This condition is in line with the development of customer experience issues, trust-based relationships, word of mouth, repurchase intention, and service personalization as service business sustainability strategy.

Table 2. Distribution Temporal Publication

Year	Public ation Trends	Information
2020	Low	Focus beginning on <i>price fairness</i> And <i>customer satisfaction</i> .
2021	Starting to increase	Attention to <i>service value</i> and <i>customer trust</i> is beginning to develop in service marketing studies.
2022	Increase	Study start integrating <i>customers experience</i> , <i>repurchase intention</i> , and <i>customer loyalty</i> as part of service customer behavior.
2023	Significant	There has been a surge in research on <i>customer loyalty</i> in service businesses, particularly as it relates to satisfaction, trust, and service value.
2024	Very high	Publication reach level Which very tall with domination themes of <i>customer satisfaction</i> , <i>customer trust</i> , <i>service quality</i> , and <i>word of mouth</i> .
2025–2026	Continued	The focus of research is starting to shift to <i>personalization</i> , <i>customer retention</i> , <i>behavioral loyalty</i> , and strategies for retaining customers in the long term.

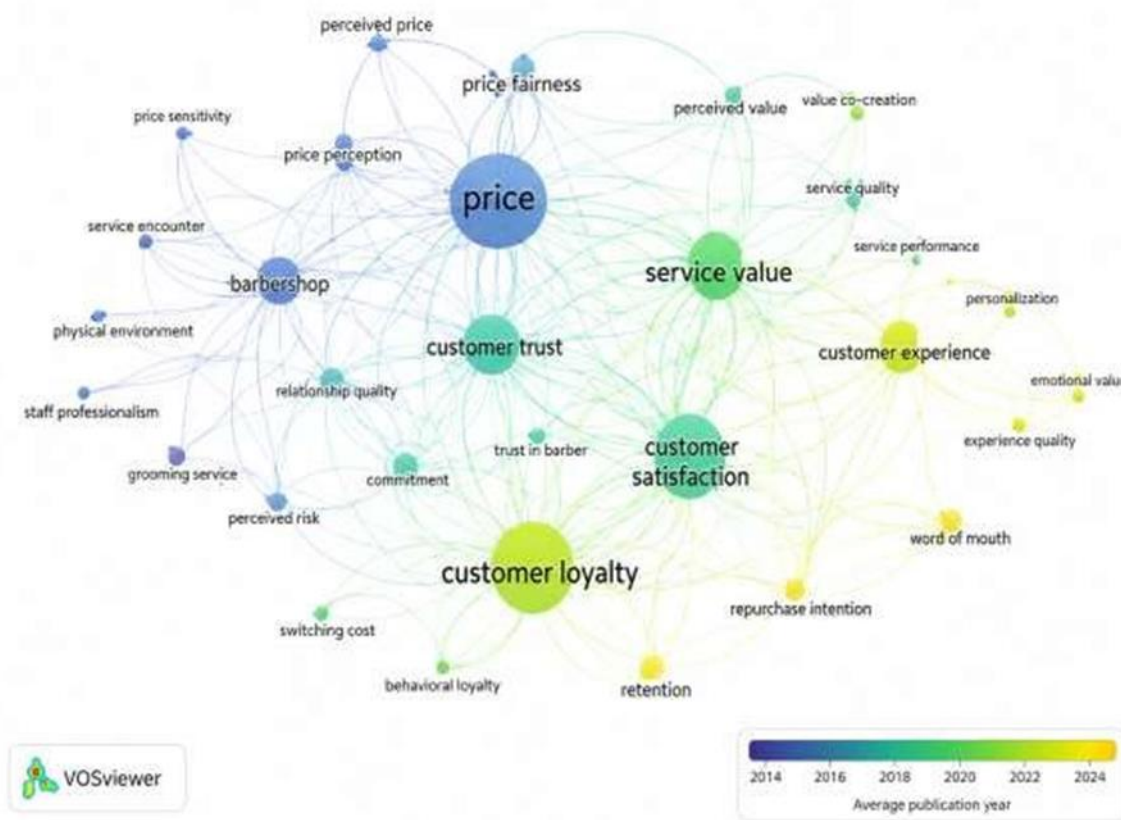
**Analysis Co-Emergence Say Key (Keyword Co-occurrence Analysis)**



Picture 3. Visualization VOSviewer Keyword Co- occurrence

Visualization of keyword co-occurrence shows the conceptual structure of the research that is formed. in a number of cluster main. Magnitude node describe frequency the emergence of words key, whereas line connector show strength connection between concept. In map This, customer loyalty become node most central And connected strong with price, service value, customer trust, customer satisfaction, repurchase intention, and word of mouth. This structure emphasizes that customer loyalty in the service industry is built through a combination of aspect economy, experience service, as well as factor relational (Gurupandi et al. 2026). Cluster red focus on dimensions price Which covers price, perceived value, price fairness, price perception, value for money, promotion, And price satisfaction. Cluster The blue cluster highlights aspects of service quality, including service value, service quality, customer experience, reliability, empathy, and tangibles. The green cluster represents the trust dimension, which includes customer trust, integrity, benevolence, ability, trustworthiness, and the barbershop context (Wahyuni & Sara 2020). Meanwhile, the purple cluster highlights customer satisfaction as a crucial link to customer loyalty. The yellow cluster shows behavioral outcomes such as repurchase intention, customer retention, loyalty intention, and word of mouth (Donthu et al. 2021).

**Analysis Overlay Visualization**

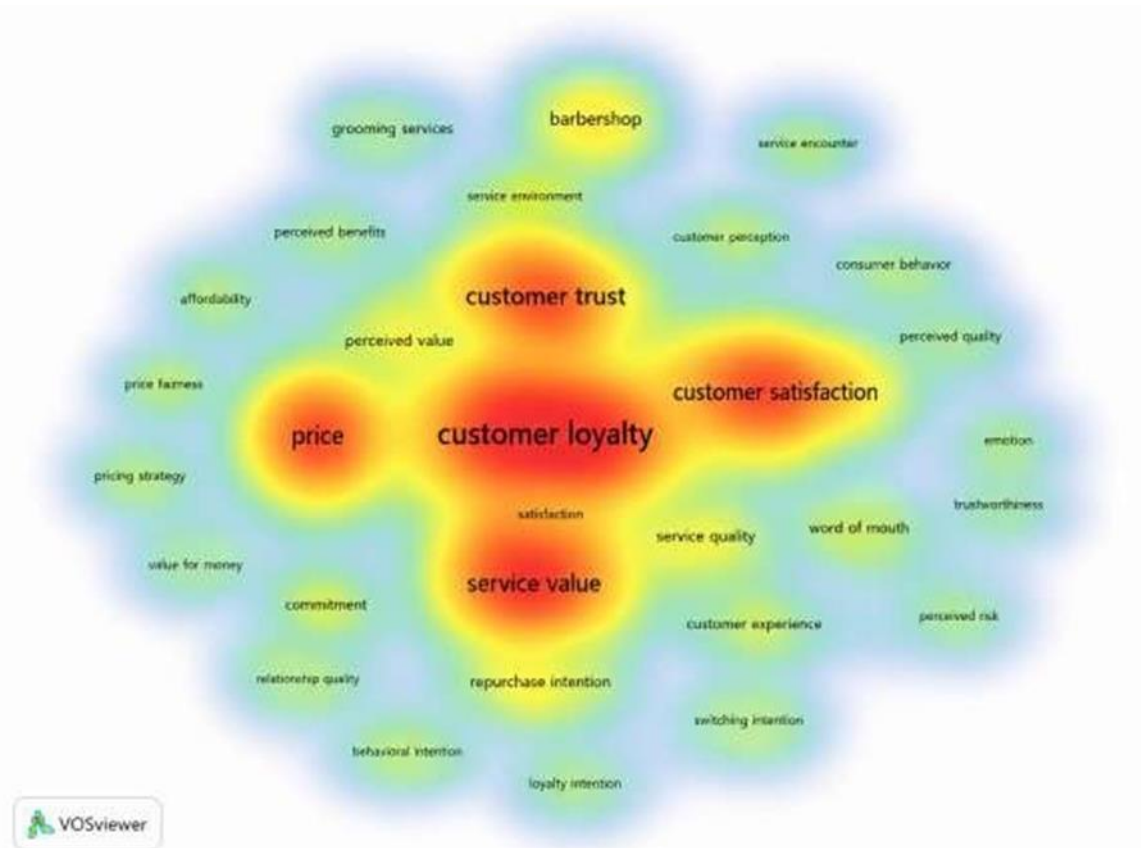


Picture 4. Overlay Visualization VOSviewer Based on Average Year Publication

Visualization overlay show development temporal say key based on average year publication (Kahf 1999). Say key with color blue show topic Which earlier, while green to yellow indicate newer topics. In the early stages, the research focused more on price, barbershops, price perception, and environmental aspects. service. On phase Which more latest, discussion develop going to customer loyalty, customer experience, word of mouth, repurchase intention, retention, and personalization (Habib et al. 2024).

These findings indicate a shift in academic focus from evaluating price and service quality. in a way traditional going to approach Which more strategic And centered on long-term relationships with customers. In the context of the barbershop business, this shift signifies that loyalty customer No Enough explained by price cheap solely, but it needs to be supported by service experience, trust, satisfaction, and repurchase intentions (Ardhiyanto et al. 2024).

### Analysis Density Visualization



Picture 5. Density Visualization VOSviewer on Variables Customer Loyalty

Map density visualization show intensity emergence say key in publication corpus (Alfajri et al. 2026). Area colored red And yellow signify topic Which most frequently appearing, while the green and blue areas indicate topics with lower intensity. The visualization results show that customer loyalty, customer satisfaction, customer trust, service value, And price is hotspot main in literature (Primary et al. 2025). This means that these five constructs form the backbone of discussions on customer loyalty in services.

Besides That, term supporters like service quality, customer experience, perceived Value, repurchase intention, word of mouth, price fairness, trustworthiness, and barbershop also appear quite prominent (Purnomo et al. 2023). This indicates that customer loyalty is formed from a multidimensional interaction between service benefits, price perception, experience, and the customer's emotional connection to the service provider.

**Analysis Geographical And Collaboration Country**



Table 3. Cluster Thematic Based on Analysis Say Key to

Klaster	Fokus Tema	Kata Kunci Dominan
Klaster 1	Price dan Service Value	price, price fairness, perceived value, price perception, service value, service quality
Klaster 2	Trust dan Satisfaction	customer trust, integrity, benevolence, ability, customer satisfaction, perceived service performance
Klaster 3	Customer Loyalty Outcomes	customer loyalty, repurchase intention, word of mouth, retention, loyalty intention, behavioral loyalty
Klaster 4	Konteks Pengalaman Jasa	customer experience, personalization, emotional value, barbershop, grooming service

### Synthesis of Relationships Between Variables

#### Influence Price to Loyalty Customer

Price is a crucial factor influencing a customer's decision to reuse a service. In the context of a service business like a barbershop, customers evaluate prices not only based on the amount paid but also on the appropriateness of the price, service quality, convenience, and perceived benefits (Han et al. 2024). Prices perceived as fair, transparent, and commensurate with the service's benefits will foster positive perceptions among customers (Priya & Christopher 2025).

When customers feel that the price paid is commensurate with the quality of the piece hair, service barber, cleanliness place, And comfort experience When a service is satisfactory, customers tend to feel that it's worth using again. This can increase customer loyalty because they feel they're not being disadvantaged and are receiving benefits commensurate with their costs (Pardede & Risqiani 2022).

In addition, price fairness also plays a role in building trust. customer to provider service. Price Which consistent And No changed Unreasonably high prices can make customers feel secure in making repeat purchases. Conversely, prices that are perceived as excessively high, non-transparent, or inconsistent with service quality can decrease customer satisfaction and reduce their intention to use the service again (Cunningham & Petzer 2026).

With thus, price influential to loyalty customer Because price become the basis beginning in formation perception mark. On business barbershop, strategy price Which being right does not always mean setting the lowest price, but setting a price that is appropriate to the quality of service, customer segmentation, and experience provided.

#### Influence Value Service to Loyalty Customer

Service value or service value is the customer's perception of the benefits received compared to the costs, time and effort expended to obtain the service. the. In industry service, value No only seen from results end, but Also from the overall customer experience while receiving the service (A. A Ridwan 2020).

In the context of a barbershop, service value can be formed through several aspects, such as quality. results piece hair, skills barber, friendliness service, cleanliness place, comfort room Wait, accuracy time, as well as atmosphere service Which pleasant. When the customer feel that all over experience the give benefit Which tall, then customers will judge that the service has good value (Mai & Cuong 2021).

High service value can strengthen customer loyalty because customers feel they are receiving an experience that exceeds or at least meets their expectations. Customers who perceive high value from a service service tend to have a tendency to make repeat purchases, recommend services to others, and continue to choose the same service provider even though there are other alternatives (Zhu et al. 2026).

In this case, service value becomes a broader factor than price. Price only reflects the cost paid, while service value reflects the overall benefits. Which felt customer. By Because That, although price service No always At the very least, customers can become loyal if they feel that the quality and experience they receive is commensurate with or even exceeds the costs incurred.

### **Role Mediation Trust Customer**

Customer trust is an important mechanism explaining how price and service value can influence customer loyalty. In service businesses, customers often cannot fully assess service quality before it is delivered. Therefore, trust is a crucial factor in helping customers feel valued. Certain that provider service capable give service Which Good, consistent, And reliable (Utomo et al. 2024).

Transparent pricing and good service value can increase customer trust. When customers perceive that the price offered is clear, not misleading, and commensurate with the service benefits, they will perceive the service provider as having integrity (Meily Anggraini & Feronica Simanjorang 2023). Likewise, when customers experience consistent and satisfying service, trust in the barbershop will grow. This trust then encourages customers to return to the barbershop. still use service Which The same. Customer Which Already believe on Barbers who are more knowledgeable about the skills, quality of their cuts, and consistency of service tend to be less likely to switch to other providers. They feel safer and more comfortable returning because the risk of dissatisfaction is perceived as lower (Suwandana 2023).

Thus, customer trust mediates the relationship between price and service value on customer loyalty. This means that fair prices and high service value not only directly influence loyalty but also increase loyalty through the formation of trust customer. The more tall level trust customer, the greater the possibility of customers making repeat visits and maintaining long-term relationships with service providers.

### **Role Mediation Satisfaction Customer**

Satisfaction customer is variables mediation Which very important in building loyalty customer (Salirrosas et al. 2024). Satisfaction appear when customer feel that the service

received meets or exceeds their expectations. In the context of a barbershop, customer satisfaction can be formed from various aspects, like results piece hair which in accordance with desires, friendly service, not too long waiting times, cleanliness of the place, comfortable atmosphere, and suitability of price to service quality (Napitulu et al. 2022).

Prices that are considered fair and high service value can increase customer satisfaction. (Prasetyanto 2017). Customer will feel satisfied if they evaluate that the money, time, and effort spent result in a pleasant service experience. Conversely, if the price does not match the quality of service or the benefits received are perceived as low, customer satisfaction will decline.

High levels of satisfaction will drive customer loyalty. Satisfied customers are more likely to return to the service, leave positive reviews, recommend the service to others, and make the barbershop their preferred choice. In fact, this satisfaction functions as a bridge between evaluation of customers towards price and service value with their decision to remain loyal (Salirrosas et al. 2024).

Furthermore, customer satisfaction can also strengthen the emotional bond between customers and service providers. Repeatedly satisfied customers will develop consistent positive experiences, thereby increasing trust, comfort, and repeat business habits. For return use of service which is the same. Because that, satisfaction of customer loyalty not only impacts repeat purchases, but also the formation of long-term loyalty (Amankwah et al. 2019).

Thus, customer satisfaction mediates the influence of price and service value on customer loyalty. Reasonable prices and high service value will be more effective in creating loyalty if customers are satisfied with the overall service experience.

## CONCLUSION

Based on the SLR results and bibliometric analysis, it can be concluded that customer loyalty is a central theme in the service marketing literature, strongly influenced by price, service value, customer trust, and customer satisfaction. Fair pricing and high service value can drive customer loyalty both directly and through the mediation of trust and satisfaction. Bibliometric visualization shows that studies on this theme are growing rapidly in the 2022–2025 period, with the current focus on customer experience, retention, personalization, word of mouth, and behavioral loyalty. In the context of the Galeong Barbershop Faceoff, these findings imply the importance of a fair pricing strategy, improving the quality of the service experience, and maintaining long-term relationships with customers to build sustainable loyalty.

## SUGGESTION

1. Manager Faceoff Barbershop Galeong need guard consistency price which transparent and comparable to the quality of service.
2. Improvement service value can be done through comfort place, barber professionalism,

- personalized service, and a pleasant customer experience.
3. Strategy build trust And satisfaction need prioritized Because both are important mediators in building customer loyalty.
  4. Further research can expand the bibliometric database by processing the original Scopus export file so that the VOSviewer results are more precise and can be further tested empirically with SEM or PLS-SEM.

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