

CHAPTER V

CONCLUSION

This chapter concludes all the previous chapters in this study. Other than that, limitations and implications are also mentioned, as well as suggestions and recommendations for future research regarding the same topic.

5.1 Conclusion

Based on the data analysis results obtained in the previous chapter, it can be concluded:

1. According to the descriptive analysis, the majority of Chatime buyers are females between the ages of 18-23.
2. The influence of electronic word of mouth on purchase decisions at Chatime Indonesia.

Electronic word of mouth has a positive and significant influence on purchasing decisions. It shows that the higher the electronic word of mouth, the higher the purchasing decision for Chatime products. H1 has been accepted.

3. The influence of customer satisfaction on purchase decisions at Chatime Indonesia.

Customer satisfaction has a positive and significant influence on purchase decisions. It shows that the higher the customer satisfaction, the higher the purchasing decision for Chatime products. H2 has been accepted.

4. Electronic word of mouth and customer satisfaction can influence 60.2% of purchase decisions, while other factors influence 39.8%.

5.2 Managerial Implication

The results of this study are to see the influence of electronic word of mouth and customer satisfaction on Chatime purchase decisions. The variables in this study are electronic word of mouth, customer satisfaction, and purchase decision. As a result, the researcher hopes that the research will assist Chatime and other parties in developing promising future innovations. These are the research's managerial implications:

1. The multiple regression test results indicate that electronic word of mouth is critical to the purchase decision. It is possible to conclude that Chatime should continue to use electronic word of mouth. Chatime can give rewards such as discounts to consumers who do electronic word of mouth and share Chatime's story on social media in order to increase its popularity and make consumers feel satisfied to do electronic word of mouth on Instagram.
2. Chatime should continue to improve and innovate on previous efforts so that it remains one of the milk tea stores with the fastest growing outlets. Because people are already pleased with the services provided by Chatime, this will increase customer satisfaction even more.

3. Chatime should continue to maintain the quality and services provided, such as improving electronic word of mouth and maintaining the quality of Chatime products with good taste. Prices are set to match the quality of the product in order to entice customers to make a purchase decision.

5.3 Research Limitations

Every study has several limitations throughout the process:

1. The author only considers the effects of electronic word of mouth and customer satisfaction on the decision to purchase Chatime products. However, there are many other factors that can influence the customers to buy Chatime products.
2. This study employed the main journal, which includes the purchase decision variable. The author realized that they should include some concepts about repurchase decisions in addition to purchase decisions.

5.4 Future Research Suggestion

The authors make recommendations in this study. The following is a summary of future research suggestions:

Only three variables are used in this study. In order to complete this research, the author hoped that additional researchers could expand on it by considering other variables related to electronic word of mouth, customer satisfaction, and purchasing decisions.

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