

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the findings and discussion of the research, it can be concluded as follows:

1. Price bundling does not affect customer value. Price bundling does not affect customer value is something that might happen because, according to Naylor, Gillian, Frank, and Kimberly E. (2001) explain that sometimes consumers consider more than just a price advantage. In consumers, there is a perception that if a producer gives a discount, the product quality has been lowered (Shirai, 2015).
2. The user interface affects customer value. This indicates that if there is an increase in the quality of the user interface, customer value will also increase. The results of this study are relevant to previous research (Lin et al., 2016; Grewal et al., 2003), which explains that the user interface is a factor that influences repurchase intentions in the case of online transactions.
3. User experience affects customer value. This indicates that if there is an increase in user experience, customer value will also increase. The results of this study are relevant to previous research (Wang, 2009; Kwon, 2010), which explains that user experience is a factor that influences repurchase intentions and behavior in the future.
4. Customer value affects repurchase intention. This indicates that if there is an increase in customer value, there will also be an increase in repurchase

intention. The results of this study are relevant to previous research (Kotler, 2006; Kim, Yoon, Zo, 2015), which explains that customer value can affect a person's intention to repurchase due to the perceived value.

5. Price bundling affects repurchase intention. This indicates that if there is an increase in price bundling, there will also be an increase in repurchase intention. The results of this study are relevant to previous research (Arora, 2011), which explains that price bundling can affect a person's intention to repurchase.
6. The user interface does not affect repurchase intention. This refusal can occur because the functions provided by digital music platforms to get information accurately and quickly are considered unsatisfactory. This situation causes users to not immediately get information according to the needs or desires of each user. This condition causes the formation of a wrong perception of value in consumers.
7. User experience does not affect repurchase intention. The refusal is due to the acceptable performance shown by a platform but is considered unsatisfactory so that it cannot provide a good experience for the user.
8. Customer value does not mediate the relationship between price bundling and repurchase intention. There is a perception that if a producer gives a discount, the quality of the product has been lowered (Shirai, 2015). This then cannot shape the perception of value in consumers, which in fact, forms a group of people who are price averse. Customer value cannot mediate because price bundling does not affect customer value.

9. Customer value mediates the relationship between the user interface and repurchase intention. Customer value can mediate the association of convenience in online transactions, which can be obtained with a quality user interface that has a very good opportunity to create consumer intentions to make repeat purchases.
10. Customer value mediates the relationship between user experience and repurchase intention. Good user experience can form a good perception of value for consumers so that they have the opportunity to make repeat purchases because previous experiences will significantly influence future behavior (Kwon, 2010).

B. Managerial Implications

1. Theoretical Implications

This research has theoretical implications as follows:

The results of this study have contributed to the marketing strategy literature regarding to affecting of user interface and user experience on customer value and price bundling on repurchase intention. Moreover, customer value is essential factor influencing on repurchase intention.

2. Managerial Implications

This research is expected to provide benefits for related parties, including:

a. For digital music service providers

- 1) Digital music service providers can re-map the behavior of

millennials as their target market. This goal is to determine their attitude towards the strategy that the company has carried out.

- 2) Digital music platform needs to consider user interface and user experience to build utilities and hedonic value of customer. This study found that music digital platform user is expecting friendly user interface and significant experience to enjoy a music in digital music platform.
- 3) A quality and easy to use of interface are significant considerable indicator to build the user interface
- 4) Respondents was agreeing that they are happy during surfing and browsing music in platform. Thus, the digital music platform can focus on provide excellent experience during users surfing and browsing in this platform.
- 5) Currently, digital music platform can focus on improve quality and easy to use of interface and support user to get nice experience during their surf and browse the music. It is more achievable to do consider to our findings.

b. For users of digital music service platforms

Consumers can study the strategies carried out by service providers to understand the objectives of each strategy. Users may enjoy the utilities and hedonic value were provided by digital music platform.

C. Research Limitations and Suggestions

This research is inseparable from various shortcomings, so it needs improvement in the future to get more accurate results and findings. Limitations of existing research in the study is respondents in this study were distributed to all samples without considering gender, education, and occupation as control variables. This can lead to bias and misleading research findings because gender, education, and occupation differences can affect the observed variables' assessment. Future research may include gender, education, and occupation variables as control variables. Afterward, this study only provide five indicators to measure experience and only two are valid. According to this limitation, future study may consider a other theory or measurement are more valid to have better result.

