

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. CONCLUSION

Based on the analysis of the results that have been discussed, some conclusions can be drawn as follows:

1. Brand attitude has a positive influence on repurchase intention.
2. Service experience has a positive effect on repurchase intention.
3. Brand image has a positive effect on repurchase intention.
4. Brand love has a positive effect on repurchase intention.
5. Brand attitude has a positive effect on brand love.
6. Service experience has a positive effect on brand love.
7. Brand image has a positive effect on brand love.

Based on the conclusions on the hypothesis, it is concluded that the research problem is: repurchase intention is influenced by brand attitude, service experience, brand image and brand love, while brand love is influenced by brand attitude, service experience and brand image.

B. IMPLICATIONS

Based on the results of the research and discussion that have been described previously, the implications that researchers can provide as consideration for decision making in the future are as follows:

1. Managerial Implications

In an effort to keep customers and customers repurchasing and continuing to use LCC, LCC marketing must focus on paying attention to brand attitude, service experience, and brand image. Based on these conclusions, several things can be recommended to maintain customer satisfaction by means of;

- a. Improving brand attitude so that consumers' evaluation of LCC products is good and maintaining competition with competitors, this can be done by means of; Responding to customer demands so that customers can trust LCC products, where so far low-cost flights are known for low prices, but the quality of service seems sober and tends to be bad, this can reduce customer trust. Companies are expected not to disappoint customers with poor service even at low prices. Customers will evaluate decisions after purchases have been made, poor service will make customers evaluate their purchases, this will certainly have an impact on repurchasing. Customer interest, of course, must also be considered by keeping ticket prices affordable because LCC is known as a low-cost airline, therefore promotions must also be given to prospective customers to be interested in using LCC.
- b. Providing a good service experience to customers, service experience is very important because customers can give a good or bad impression of the quality provided so that if the customer's service experience is good then repurchasing will occur, this can be done by; Placing a market position that

suits the customer where the target of the company must be clear. Meet customer expectations by providing what has been agreed upon and reduce customer disappointment by reducing delays due to operational reasons and shifting flight schedules abruptly, and giving customers above expected expectations by providing snacks, mineral water or candy on flights so that customers will provide testimonials and leave a good impression.

- c. Maintaining the company's brand image is the most important thing from the results of this study, LCC companies must be able to maintain a good image from customers because it relates to repurchasing from customers this can be done by; Showing a positive company image to customers on social media then preventing customers from giving a bad image and spreading it to other potential customers. Then the product image must be maintained positively by providing training to all flight crew and ground employees to serve customers in a friendly, kind and sincere manner. It may also affect the company's image towards other low cost carriers.

2. Theoretical Implications

This study has several research limitations because it uses a questionnaire conducted online , so the data is subjective with different assessments for each respondent . Open questions are irrelevant or out of context, thus making respondents' answers subjective and limitations of the research, sometimes respondents provide samples of answers that are inappropriate and do not show

the actual situation. So for further research it is necessary to use different variables. In this study the model refers to previous research .

The results of this study are in line with research that has been conducted by several researchers. One of these studies is in line with research conducted by Lien et al., (2015) which shows that brand image influences purchase intention. The higher the brand image, the higher the intention to buy. High brand image has the most positive influence on purchase intention compared to other variables, such as research conducted by Hakim & Keni (2020) which states that brand image has the most significant influence on purchase intention compared to brand awareness and customer perceived value. Research conducted by Medinna & Hasbi (2020) also found that brand image has a significant effect on purchase intention.

C. Research Limitations

This study still has several limitations, including the following:

1. This research was conducted in Purwokerto where there is no airport here, so there was a little difficulty for researchers to give questionnaires to the surrounding environment because they were not included in the respondent criteria that the researcher wanted. Suggestions for future researchers are better to conduct research where there is an airport so that respondents who are familiar with flights can be easily found and meet the criteria desired by the researcher.

2. Data collection in the study was carried out by distributing online questionnaires, some of the respondents answered actually the selected questions but seemed perfunctory and gave answers not based on actual facts to open questions so that they were irrelevant and out of the context that the researcher wanted. Suggestions for future researchers are that it is better to do research with this title in a qualitative way so that it gets real and actual answers from respondents even though it takes a longer time.
3. Future researchers are expected to add variables that refer back to LCC even though this research already refers, but in this study it is more focused on services provided by LCC and services received by passengers, so that other aspects of LCC such as price, satisfaction customers, and promotions are still not covered in depth in this study. For future researchers it is recommended to add variables namely; public service, service quality, behavior price, social media marketing and promotion on low cost airlines (LCC) in Indonesia.