

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

1. Switching barrier has a negative influence on repurchase intention
2. Convenience has a positive influence on repurchase intention
3. Customer inertia has a positive influence on repurchase intention.
4. Switching barrier has a positive influence on customer inertia.
5. Convenience has a positive influence on customer inertia
6. Customer inertia mediated the influence of switching barrier on repurchase intention
7. Customer inertia mediate the influence of convenience on repurchase intention.

B. Implication

1. Managerial Implication

For companies which is Larissa Aesthetic Center, this research is a reference for Larissa aesthetic center in making decisions or policies in an effort to develop the companies. In this study, the most trigger to make customers repurchase is convenience, because of convenience is one of the main triggers for customers to make repurchases so Larissa aesthetic center can increase its convenience, in this study indicator from convenience mostly talk about convenience in a service from company, for example to increasing convenience in Larissa aesthetic center Larissa

Aesthetic Center can making innovations when paying no need to queue, also Larissa Aesthetic Center can assigning someone to specifically be an admin replying to the chat so that the customer's chat can be answered quickly, also for increasing convenience Larissa Aesthetic Center can increase its convenience by providing more payment method offers, and Larissa Aesthetic Center can maintain their operational hours, because Larissa open from last order for treatment until 7:00 PM, so people who have activity until afternoon can still do treatment, so from that the customer feels comfortable and from that customer can do repurchase intentions.

Another thing is in switching barrier Larissa Aesthetic Center can give learning to customer Larissa like give lesson about pain and gain, for example, what if they switch from Larissa, for example in terms of safety because Larissa uses natural ingredients and this is good for skin for long term so it can make customer hard to switch to another service provider and do repurchase intention. Another thing that Larissa Aesthetic Center can do for increase repurchase intention based on customer inertia is Larissa Aesthetic Center can maintain their honest, in customer inertia indicators there is one indicator said "I trust this provider treat me honestly" Larissa should maintain their honest for example like always tell to their customer if Larissa always uses

a new hypodermic needle and sterile tools for their customer, another thing can Larissa do to increasing customer inertia is Larissa can make a facial program but the rules customer must visit once in a month, so customer can feel like go to Larissa for treatment is one of their routine in a month so it can make a customer habit and gain inertia customer, so that all the thing can increase inertia in customer, and if customer feel inertia they can make repurchase intention.

2. Theoretical Implication

In the future research, can add new variables or replaces some variables into other variables, for example like satisfaction, perceived ease of use, perceived enjoyment.

C. Research Limitations

Limitation

In this study there are still deficiency, that is the model from Goodness of fit in this study still has marginal results so, the future studies can do improvement by modify model or variables to obtain good structural characteristics (Good Fit).