CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the discussion in the previous chapter, the researcher formulates the following conclusions:

1. Hedonic motive has a positive influence on conspicuous consumption.

2. Conformity motive has a positive influence on conspicuous consumption.

3. Hedonic motive has a positive influence on lifestyle.

4. Conformity motive hasn't a positive influence on lifestyle.

5. Hedonic motive has a significant influence on conspicuous through lifestyle as mediation.

6. Conformity motive not has a significant influence on conspicuous through lifestyle as mediation.

7. Lifestyle has a positive influence on conspicuous consumption.

8. Self-image congruence has a positive influence on conspicuous consumption.

B. Implication

1. Managerial Implication

The results of this research can be used by Starbuck Coffee as a consideration in improving marketing strategies, as follows:

a. This can be done by Starbucks coffee by giving attractive discounts at several moments so that consumers can buy more. As well as making the latest trends to attract young buyers. Starbucks can also create comfortable places so that consumers can feel comfortable for hangouts or places to socialize.

b. Starbucks can take advantage by creating a new innovation about how to drinking coffee so that consumers can be more interested and like consuming coffee at Starbucks.

c. In this case, Starbucks can improve services, and make Starbucks more luxurious when consumers visit Starbucks it will improve their self-image.

2. Theoretical Implication

Based on the results in this study and the limitations that exist, for further research it is recommended to add or replace independent variables with brand image, self-esteem, large prestige purchase and materialism (Padilla & Puertas,2021;Dennis & Sobari,2021;Mayasari & Wiadi,2021;Wiratama,2022).

C. Research Limitation

In this study there are several weaknesses and limitations, although the authors have tried to get perfect results. Namely, the difficulty of finding respondents due to the wide coverage in this study which is spread across Starbucks in Jakarta. In the normality test, it still cannot be fulfilled, and there is still outlier data. For the goodness of fit value, there are still some

data that are marginally fit or have not been fulfilled. This is an obstacle for

the author in the process of preparing research to be close to perfect, but it

does not mean that the results in this study are invalid and unreliable.