

## V. CONCLUSIONS AND IMPLICATIONS

### A. Conclusion

The results of this research study on the independent variables Perceived Value Service Quality, Ease of Transaction, Brand Loyalty, Customer Interest, and the dependent variable, namely customer interest with the target respondent students of the faculty of economics and business, Jenderal Soedirman University can be concluded as follows

1. The variables Perceived Value Service Quality, Ease of Transaction, and Brand Loyalty significantly influence Customer Interest in purchasing digital accounts through social media X, and the variables service quality and brand loyalty positively influence customer interest. On the other hand, perceived value and ease of transaction negatively and significantly affect customer interest.
2. The most sensitive variable to customer interest is the brand loyalty variable from the point of view of respondent students of the faculty of economics and business at Jenderal Soedirman University.

### B. Implication

The implication of this research is that in terms of perceived value, offering a low price is not enough to determine customer interest, due to fierce competition with other sellers who have the same low price, but other creative ideas are also needed to promote the digital accounts offered, one of which can be through satisfactory service quality and consistency, having good service quality can also

increase customer attention and interest which can make customers feel comfortable and brand loyalty in this case from the point of view of customers who have their own preferences for tastes to buy digital accounts available both on the official website or also offered by sellers on X which are cheaper but more risky, the above can more or less provide points that must and can be controlled as a seller who sells their digital account services or products on social media X to increase the level of awareness of their potential customer whose ultimate goal is to buy a digital account in their shop.

### **C. Limitation Research**

1. The limitations in this study are in the number of variables, which are only four factors that are identified as influencing customer interest in purchasing digital accounts X.
2. This study only focuses on social media platform X, which is known that, in fact, the practice of buying and selling digital accounts also exists and occurs on other social media platforms.