

CHAPTER V

CONCLUSION

A. Conclusion

Based on the results of research conducted regarding the analysis of factors that influence consumer preferences regarding the use of MRT Jakarta, the following conclusions are drawn. The average data obtained from consumers from the three variables shows positive results regarding the influence of these three variables on consumer preferences.

Price, comfort, as well as trust and reputation together influence consumer preferences in using MRT Jakarta. Price, Comfort, and Trust and Reputation each have a significant positive influence on consumer preferences in using MRT Jakarta.

B. Implication

Based on the results of research conducted regarding the analysis of factors that influence consumer preferences regarding the use of the Jakarta MRT, the following implications were obtained. Price, comfort, as well as trust and reputation are the main factors that influence consumer preferences in using MRT Jakarta.

Therefore, these three factors need to be considered and improved further by PT MRT Jakarta in order to increase the number of consumers even more. Because from the data obtained, consumers agree with these three factors that these three factors have a high impact in influencing consumer preferences.

These three variables predominantly show significant positive values so that they greatly influence consumer preferences in using the Jakarta MRT.

On the other hand, MRT can compete with other modes of transportation, for example KRL. the need for a large fleet and wide routes such as KRL to increase consumer value in using the MRT. Thus, the existence of an adequate fleet and the number of routes traversed by MRT Jakarta can also be a supporting factor for increasing the use of MRT Jakarta in the future.

C. Research Limitation

In this research, some respondents were reluctant to carry out the data collection process through questionnaires for various reasons, so the research took quite a long time in the field.

