

CONCLUSION AND IMPLICATION

A. Conclusion

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

- a. Perceived price has a positive impact on customer satisfaction.
- b. Perceived price has a positive impact on brand trust.
- c. Customer satisfaction has a positive impact on brand trust.
- d. Brand Trus has a positive impact on loyalty.
- e. Switching cost has strength moderating impact the relationship between brand trust – loyalty.

B. Implication

As an effort to increase the customers' perceived value and satisfaction optimally, management of PT. TELKOMSEL INDO rayon Purwokerto needs to make priority on perceived price, customer satisfaction and brand trust policies. The ways can be done by increase the quality of network service development in this era through increase the performance, features, reliability, conformance, durability, serviceability and the aesthetics of the services, reflects the brand through social interaction, improve the consumer's experience in using product towards the network service in order to increase the customers more loyalty to Telkomsel Company.

There some implication in this research, are:

- a. The perceived price on consumer is also important while the majority of respondent in Purwokerto still using Telkomsel product. So to increase their satisfaction and to achieve more loyalty company must give more affordable, suitability, conformity from Telkomsel product and in provider competitive this era. Company also should educate in setting price especially for retailers. And after that consumer has assumption on Telkomsel product that price from Telkomsel is very suitable with all consumer get during usage Telkomsel provider to achieve satisfaction from the product in all aspect.
- b. Substantial numbers of consumers in our study claim has satisfied with Telkomsel. Consumer must have enough pleasant experience on using all Telkomsel product and service to improve more satisfaction. To support that, company must serve all customer with high quality development technology from product and service and lessen the trouble in Telkomsel network in the future.
- c. Customer must have trust from their brand choose. With provide accurate information to the consumer about the tariff and always give the best performance from network, consumer expectation from the promise Telkomsel product and service given are fulfilled and consumer will feel trust in Telkomsel brandname.
- d. Not only that, the company must have advocacy from customer about all product, that Telkomsel has a high sacrifice in all aspect actually in

consumer switching cost. Company has a knowledge about the behavioral of consumer, where they still keep using Telkomsel product than another and get more consumer loyalty.

C. Suggestion

- a. This study was confined to the variables of perceived price, customer satisfaction, brand trust, switching cost, and loyalty; so for academics who are interested in doing further research is expected to develop and add other variables such as, customer advocacy, promotion, service quality, post-purchase behavior toward loyalty claims and soon.
- b. Respondent on this research is limited to the customer who already use Telkomsel products in Purwokerto. Adding other research location with different attributes of one to another is needed to investigate more about customer loyalty. Other than that, the minimum sample size could be set higher to make it more representative.
- c. Additionally, further research need to choose and add the number of respondents that in practically can be implemented the Incidental Sampling Method, needs to consider using the other method of data collection, such as interview and observation, further research also can extend studies to incorporate the other independent, mediator or moderator variable.