

V. CONCLUSION AND IMPLICATION

A. Conclusions

1. Product quality has positive effect on consumer satisfaction.
2. Service quality has positive effect on consumer satisfaction.
3. Customer value has positive effect on consumer satisfaction.
4. Consumer satisfaction has positive effect on word of mouth.
5. Product quality has positive effect on word of mouth.
6. Service quality has positive effect on word of mouth.
7. Customer value has positive effect on word of mouth.

B. Implications

1. Empirical Implication

Based on the conclusion, there are several ways that IndiHome Purwokerto can be used as considerations to increase the repurchase intention of customers, as follow:

- a. In order to keep and improve product quality, IndiHome Purwokerto can make some improvements to the internet network connection to make it more stable and less frequent. The features are good but must be added based on the needs of the users and improve the ease of using these products so that consumers feel comfortable when using IndiHome product. Network resilience in all situations should also be improved so that users can use when the weather is not good. And offering the products and services with affordable and competitive price.

- b. IndiHome Purwokerto must keep maintain and improve service quality like, conduct employee training in accordance with its placement, such as in the IT service so the skills of employees who have attended the training can be appropriate and applied properly. In addition employees must also have a strong desire to provide the best service to consumers since the first contact, always giving the best performance to consumers fairly according to their needs, desires and expectations, so that it can affect the level of customer satisfaction and word of mouth.
- c. In order to improve the customer value even better, IndiHome needs to consider the tariffs for use and continuously increase product and service quality. In addition, IndiHome can do some innovations in the field of promotion, for example by holding discounts for their products on certain special days or dates, and providing special promotions to users who have been using IndiHome products for a long time.

2. Theoretical Implication

According to the limitations above, further researchers need to extend studies and develop the research model by changing the research object other than the internet provider. The variables in this research are applicable for service quality industry, such as a cafe, hotel and many more.

For future research also need to develop a wider study object to produce the better result of study more generally and objectively. Using either reference journals and literature to be more complete and that further research about customer satisfaction can be developed. Future research should add more variables such as price, brand image and many more.