

V. CONCLUSIONS AND IMPLICATIONS

A. Conclucions

Based on the results of the research that has been discussed, a conclusion can be drawn as follows:

1. Perceived quality has a positive effect on customer satisfaction
2. Brand image has a positive effect on customer satisfaction
3. Customer satisfaction has a positive effect on brand awareness
4. Customer satisfaction has a positive effect on repurchase intention
5. Brand awareness has a positive effect on repurchase intention

B. Implications

1. Theoretical Implications

In the future research, it is expected to develop a research model using other variables in analyzing the factors that influence repurchase intention other than the variables in this study, such as brand loyalty and perceived price variables. And also, the next researcher is expected to get more respondents and choose research locations whose scope is wider than this research as in all areas of Central Java, etc.

2. Managerial Implications

- a. Perceived quality is a factor that effect the costumer satisfaction and impacts the repurchase intention. A good quality product will increase the desire of consumers to make repeat purchases in the future. P.T SARI INCOFOOD CORPORATION has been good in maintaining the quality of Indocafe coffee products. By maintaining the quality of taste and aroma of Indocafe coffee consumers will be more satisfied and have an impact on future intention. There must be for strict and a good quality control in order to maintain the consistency of the quality of Indocafe coffee products themselves. For evaluating product quality, P.T SARI INCOFOOD CORPORATION should doing a survey and interview regarding product quality to their consumer to maintain the quality of the coffee products themselves and companies are recommended to receive suggestion from consumers regarding the quality of coffe so the quality can be achieved by consumers.
- b. Brand image is a factor that effects a costumer satisfaction and impacts the repurchase intention. The better brand image of a product, the level of consumer desire to make a repeat purchase in the futureis higher. Corporate image in the minds of consumers is good enough, because P.T SARI INCOFOOD CORPORATION as a company that produces Indocafe coffee has a good reputation. And also, the Indocafe coffee product image is already good as an international class product with a traditional taste. The recommendation for the future is maintain good

corporate and product image and keep the good image by increasing the intensity of product promotion in all communities in the future like promotion in various advertising media such as TV, radio, newspapers and use an international class brand ambassadors for promotions that make the image of Indocafe more luxurious in consumers perception.

- c. Customer satisfaction is a factor that effects repurchase intention. The greater the level of customer satisfaction with a product, will impact the consumers repurchase the product in the future. In general, Indocafe coffee already appropriate with consumer expectations, but there is a factors that make consumers feel satisfied other than the quality and the taste of Indocafe, such as price promotion or buy 10 sachet get 1 sachet. And also measuring customer satisfaction by conducting regular surveys, conducted to find out how much customer satisfaction with Indocafe coffee. Then, the company must add more variants to increase repurchase intention of the Indocafe product.
- d. Brand awareness is also a factor that influences repurchase intention. The greater of a consumer recognizes and remembers a product, the consumer will buy the product and so on in the future. Consumers already well known about the variants of coffee products and also Indocafe coffee is always the first choice when buying. The recommendation in the future that will increase awareness of Indocafe coffee products is the more frequent advertisements in all media and

occasionally hold a social events involving Indocafe consumers. And also conduct a sponsor activities in the event or a program in the future.

3. Limitation of Research

This research was carried out in accordance with scientific procedures, but still has limitations, namely:

1. Data collection methods only use questionnaires, should be better to add interview method so the results of the research obtained are more complete.
2. There is a limitation of research using a questionnaire, there is a part of the questionnaire answers are incomplete and not returned so the questionnaire is not suitable for use