

CHAPTER V

CONCLUSION

A. Conclusion

Based on the result of the data analysis and the discussion, the researcher concludes that:

1. The result showed that product quality has significant effect on repurchase intention decision. It can be seen from these calculations the results of $t_{sig.} = 0.005$ less than 0.05. Then, H_1 is accepted so there is a significant effect between the product quality on repurchase intention decision. From the results show that the first hypothesis states "Product Quality (X_1) has a positive impact on Repurchase Intention Decision (Y)" is proven true.
2. The result showed that brand equity has significant effect on repurchase intention decision. It can be seen from these calculations the results of $t_{sig.} = 0.000$ less than 0.05. Then, H_2 is accepted so there is a significant effect between the brand equity on repurchase intention decision. From the results show that the second hypothesis states "Brand Equity (X_2) has a positive impact on Repurchase Intention Decision (Y)" is proven true.
3. The result showed that place has significant effect on repurchase intention decision. It can be seen from these calculations the results of $t_{sig.} = 0.000$ less than 0.05. Then, H_3 is accepted so there is a significant effect between the place on repurchase intention decision. From the results show that the third hypothesis states "Place (X_3) has a positive impact on Repurchase Intention Decision (Y)" is proven true.
4. The result showed that promotion has significant effect on repurchase intention decision. It can be seen from these calculations the results of $t_{sig.} = 0.025$ less than 0.05. Then, H_4 is accepted so there is a significant effect between the promotion on repurchase intention decision. From the results show that the fourth hypothesis states "Promotion (X_4) has a positive impact on Repurchase Intention Decision (Y)" is proven true.

5. The result of the F-test showed that product quality (X_1), brand equity (X_2), place (X_3), and promotion (X_4) simultaneously give a positive effect on repurchase intention decision (Y). Because of the value of $F_{sig} = 0.000$ less than 0.05 .
6. The result of the value *r square* (r^2) = 54.9% , it showed that the value of product quality (X_1), brand equity (X_2), place (X_3), and promotion (X_4) can explain the variable of repurchase intention decision (Y) to the tune of 54.9% . Other variables influence repurchase intention decision with an amount of 45.1% .

B. The Implication of The Study

From the all variables namely product quality, brand equity, place, and promotion have a positive effect on repurchase intention decision. If the company improve product quality, the customer will continue to do repurchase intention decision. On the other hand, if the company always control and continue to try and provide updates properly of brand equity, place, and promotion the customer will continue to do repurchase intention decision. Therefore, the company of Warunk Gacoan Solo must pay more attention to this variable.

C. Research limitations

1. This research was conducted during the Covid 19 pandemic in 2020. So, the researcher only distributed questionnaires via Google Form Survey.
2. Some of the respondents only made repurchases via grabfood/ gofood during this pandemic, so that the variables place for filling questionnaire was not optimal according to the latest conditions.
3. In this study, there are only four independent variables that affect the dependent variable, namely, repurchase intention decision. Even though many other factors that affect repurchase intention decision.

D. Suggestion

From the research results obtained, the researcher has several suggestions for further research. The suggestions are as follows:

1. For the further researcher:
 - 1) The researcher defines add more the respondents or samples of the research reproduced to be able to describe the real situation in the object of research.
 - 2) Include more variables in the research, such as price, quality service, and many more to show the effect on repurchase intention decision.
2. For the Warunk Gacoan Solo's Company:
 - 1) Based on Based on the results of this research product quality, brand equity, place, and promotion have a positive effect on repurchase intention decision. Therefore, companies must make maximum efforts to implement methods of product quality, brand equity, place, and promotion.