

CHAPTER VI

CONCLUSION

This chapter contains the conclusion of the research and the recommendation for future research.

6.1 Conclusion

Based on the result of this research, the conclusions are as follow:

1. The crucial factors affecting customer trust in the quality of products before the Covid-19 pandemic are products easy to find anywhere and everywhere, the product that complies with BPOM standards, the product that complies with SNI, the company widely known for having good reputations, good product image, and the product is equipped with a secure seal.
2. The crucial factors affecting consumer trust in product quality in the Covid-19 pandemic are the company is widely known for having a good reputation, the product has a good product image, the product complies with BPOM standard, the product complies with SNI standard, the company can provide a high quality of the product, and the product is equipped with a secure seal.
3. The differences between the crucial factors affecting customer trust before and during the Covid-19 pandemic are based on the relative importance of each of the crucial factors. The other differences are during the Covid-19 pandemic, customers pay more attention and trust in products that come from reputable companies and have a good product image. Where these two factors have the highest degree of correlation. In addition, customers are more concerned about the quality of the company's products. However, the factor of products that comply with BPOM and SNI standards remains a crucial factor both during and before the pandemic. This implies that BPOM and SNI are factors to consider when trusting in any condition, including pandemic, and before the pandemic.

6.2 Future Research

The following suggestions for future research can be constructed:

1. This research used the perception of the respondent (subjective measures). For future research, it is expected can combine subjective measures and objective measures (secondary data)
2. Develop further research to design business strategies based on factors influencing to increase consumer trust and product quality

