CHAPTER V

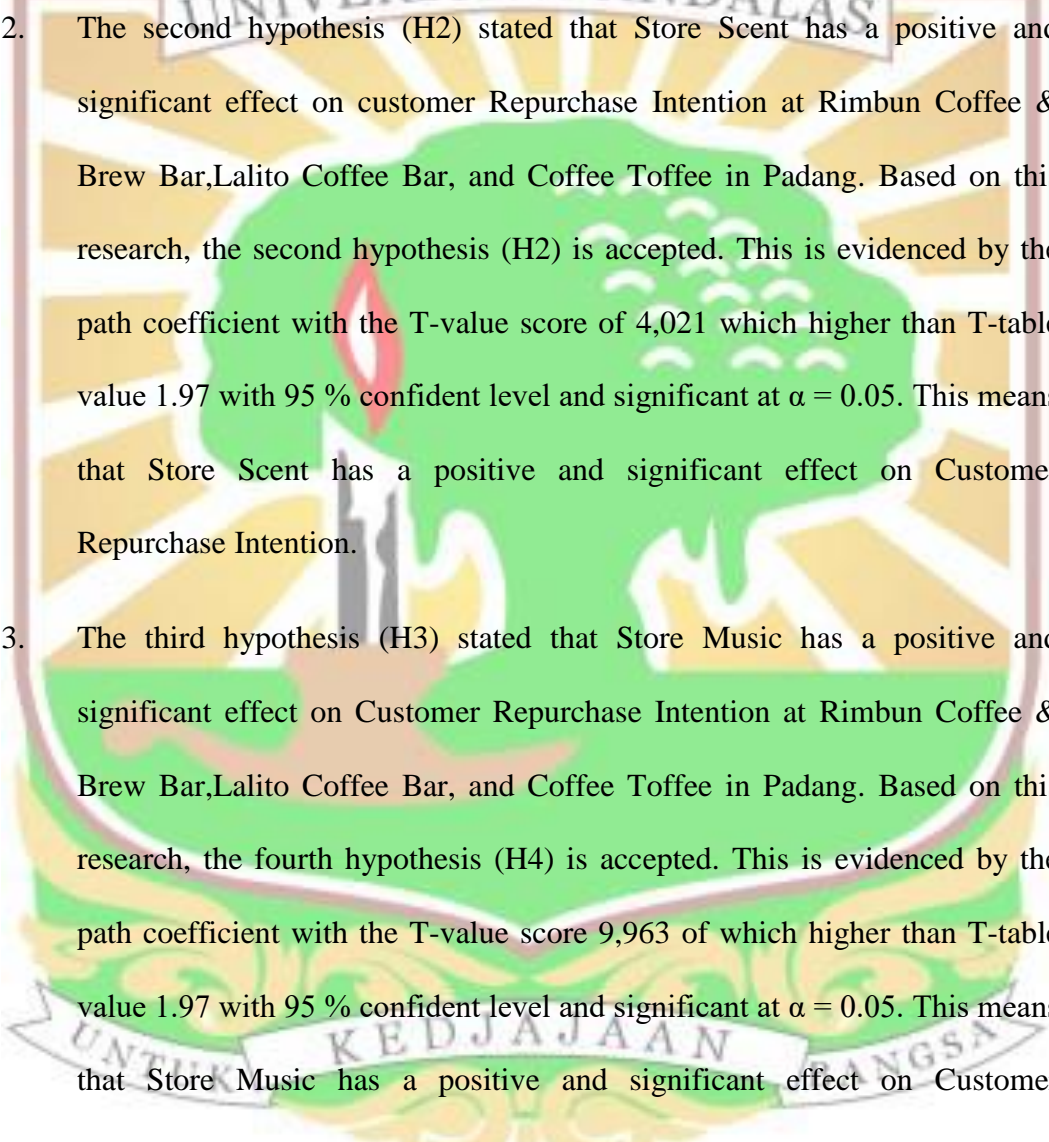CONCLUSIONS, IMPLICATION, LIMITATIONS AND

RECOMMENDATIONS OF FUTURE RESEARCH

This chapter provides conclusion from finding and discussion presented in the previous chapter. The findings and discussion also followed by assessment of the potential limitation present is study, implication and possible future directions for the research.

5.1 Conclusion of the Research

The purpose of this study is to exam what factors influencing the customer Repurchase Intention to the products of coffee shops in Padang and testing whether the factors such as Store Lighting, Store Scent, and Store Music give significant impact to the Repurchase Intention. This research is using primary data that collected by spreading 150 questionnaires to the respondents which are the customer of Rimbun Coffee & Brew Bar,Lalito Coffee Bar, and Coffee Toffee in Padang. There are three hypothesis developed in this research based on the literature review and previous studies. Therefore, the analyses of results are:

1. The first hypothesis (H1) stated Store Lighting has a positive and significant effect to Repurchase Intention of the customer . Based on this research, the first hypothesis (H1) is accepted. This is evidenced by the path coefficient with the T-value score of 2,104 which higher than T-table value 1.97 with

95 % confident level and significant at α = 0.05.. This means that Store Lighting is significantly influence the intention of the customer tu purchase at Rimbun Coffee & Brew Bar,Lalito Coffee Bar, and Coffee Toffee in Padang

2. The second hypothesis (H2) stated that Store Scent has a positive and significant effect on customer Repurchase Intention at Rimbun Coffee & Brew Bar,Lalito Coffee Bar, and Coffee Toffee in Padang. Based on this research, the second hypothesis (H2) is accepted. This is evidenced by the path coefficient with the T-value score of 4,021 which higher than T-table value 1.97 with 95 % confident level and significant at α = 0.05. This means that Store Scent has a positive and significant effect on Customer Repurchase Intention.

3. The third hypothesis (H3) stated that Store Music has a positive and significant effect on Customer Repurchase Intention at Rimbun Coffee & Brew Bar,Lalito Coffee Bar, and Coffee Toffee in Padang. Based on this research, the fourth hypothesis (H4) is accepted. This is evidenced by the path coefficient with the T-value score 9,963 of which higher than T-table value 1.97 with 95 % confident level and significant at α = 0.05. This means that Store Music has a positive and significant effect on Customer Repurchase Intention at Rimbun Coffee & Brew Bar,Lalito Coffee Bar, and Coffee Toffee in Padang.

5.2 Implication of the Research

The research is creating several implications to improve for both academician and practitioners. For the academician, this research contributes to knowledge expansion regarding manager/owner intention towards Repurchase Intention and the factors influencing that intention. It helps academic researcher to figure out what cause the respondents intent to purchase. In this case, Rimbun Coffee & Brew Bar, Lalito Coffee Bar, and Coffee Toffee in Padang. For practitioners, this research provides information for the management of coffee shops in Padang about how to properly set up the store atmosphere to make their coffeeshop more attractive.For Rimbun Coffee and Brew bar, since the result shows the lowest value of T statistics is store lighting,the owner or manager should pay more attention to this issue. although they could reach their target market, which is coffee lover , their design on making the different lighting on different spot seems not really give the big impact for customer to make a repetition purchase.The same issue also happened at Lalito and Coffee Toffee.The customer feel that the lighting is not give the big impact on their intention to repurchase the product,even those 3 coffee shops have a different target market.Its better to set up a better lighting and match with the concept of the coffee shop. .In order to increase the value of the product,store lighting is necessary When the lighting used in the retail chain outlets is of good color, consumers are inclined to taste or touch the products to assess quality (Areni & Kim, 1994).For store scent, as their idealism that want to serve the good quality of coffee,giving the coffee scent is quite good idea as the respons is quite high, means that the choices to

bring the coffee-like scent is a good idea so the customer feeling more enjoy spending their time at Rimbun and even want to purchase more. smell represents a direct line to feelings of hapiness and hunger and is a sensory bandwidth that cannot be turned off (Wilkie 1995; Vlahos 2007). Thus, from a marketer's perspective, smell has an instantaneous good or bad effect on our emotional state which, as some research has shown, ultimately affects our shoppng and spending behavior.Lalito's best plan to stick with the current scent is the best idea since the positive respond of the customer.For store Music, those 3 coffee shops made the customer feel comfortable and matched with all the whole concept they trying to bring to the customer.The music fit with their customer, and significantly boost their customer's well being and indirectly attract customer to buy more. Playing a "familiar music" will capture consumers" attention on the products or services in the store because consumers are emotionally connected with the music played (Yalch & Spangenberg, 2000).

5.3 Limitation of the Research

This study has several limitations of the study. With this limitation, expected to be improved in future research. The limitations in this study are:

1. The sampling technique which used is non-probability, convenience sampling. This sampling technique researcher chooses the respondent base on the accessibility or easy to reach. So, the possibilities of the sample can't describe all the population is higher.

2. This research only use Store Lighting, Store Scent, and Store Music whereas many other variable that can affect Customer Repurchase Intention, such as Store Layout, Cleanliness, Store Color, Temperature and many others. 5.4 Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested toRIcs to be developed in further research:

1. For next research it is suggested to distribute questionnaires in a longer period to know the accurate perception of the respondents.

2. For the next research it is suggested to distribute questionnaires more with the internet base questionnaires because from the experience of this study, the respondent have a difficult times to fill in the paper base questionnaires because most of the tables at those three coffee shop are too small so that some of the questionnaire were damaged when returned to the researcher. . With using internet base questionnaire they can fill in the questionnaire from their phone and researcher can maintain it easily.

3. For next research it is suggested to adding or encompasses different variables related to the toRIc of the research in order to create and found varieties of the result.

4. For the next research it is suggested to analyze deeper about the impact of variables by analyze the reason it happened and finding the solution of the issue.