

CHAPTER V

CLOSING

5.1 Research Conclusion

This research is conducted to see the impact price value, affordances value, and visibility toward repurchase intention with the study on Sate Manangkabau customer through food delivery apps (FDAs). The research employs a quantitative approach and relies on primary data collected through questionnaires. The collected data is processed with Microsoft Excel to conduct descriptive analyses for each item, while SmartPLS 4 is used to evaluate the outer model through validity and reliability tests, the inner model through R-squared and F-squared assessments, and hypothesis testing via bootstrapping to determine the path coefficients. The conclusions regarding the hypotheses are as follows:

1. Price value positively and significantly influence customers repurchase intention of Sate Manangkabau through Food Delivery Apps (FDAs). The relationship suggest that the customers more likely to do repurchase in the future when they perceive the pricing of Sate Manangkabau is fair and competitive
2. Affordances value positively and significantly influence customers repurchase intention of Sate Manangkabau through Food Delivery Apps (FDAs). The finding suggest that when the customers get more features and benefits from ordering online on Sate Manangkabau through food delivery apps, they are more likely to make purchase in the future.

3. Visibility positively and significantly influence customers repurchase intention of Sate Manangkabau through Food Delivery Apps (FDAs). The findings suggest that when the customers exposed with Sate Manangkabau advertisement, they are more likely to make purchase in the future.

5.2 Research Implication

According to this research findings, the researcher obtained several implication that can be used as further information and reference in studying marketing, mainly on consumer behavior topic in scope price value, affordances value, visibility, and repurchase intention. Also as practical purpose for Sate Manangkabau and food delivery apps itself.

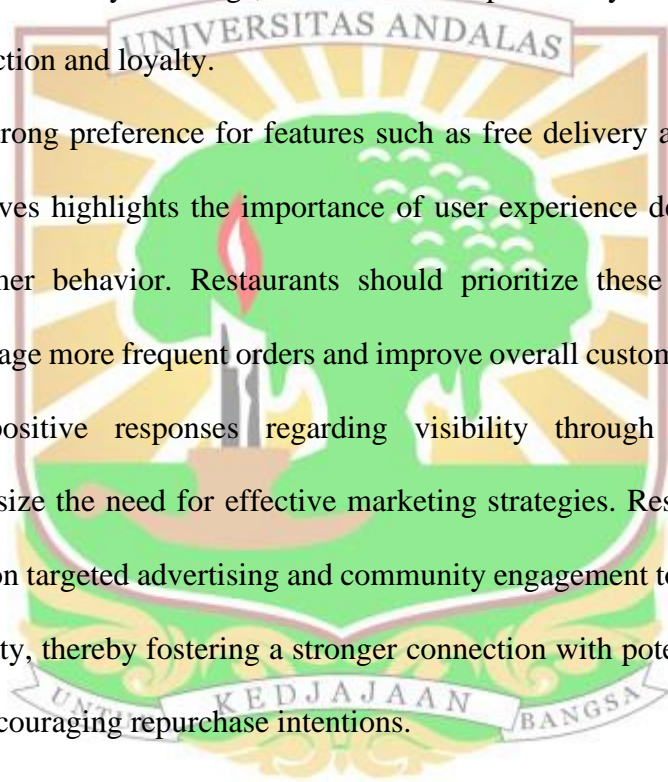
5.2.1 Theoretical Implications :

1. This study offers an additional perspective to the literature by confirming the significant roles of price value, affordances value, and visibility in influencing repurchase intention within the context of restaurants and food delivery applications. The strong correlation between affordances value and repurchase intention particularly highlights the importance of user experience in digital marketplaces, suggesting that future research should further explore the nuances of consumer engagement through features and benefits offered by businesses.
2. The findings provide a framework for future studies to investigate the interplay of these variables in different contexts or industries. Researchers could explore how varying consumer demographics or cultural contexts affect the perceived value of price, affordances, and visibility, thereby

enriching the theoretical understanding of consumer behavior in competitive markets.

5.2.2 Practical Implications :

1. The perception of reasonable pricing indicates that while consumers see value, there remains an opportunity for restaurants to enhance their pricing strategies. By aligning pricing with consumer expectations and emphasizing value-for-money offerings, restaurants can potentially increase customer satisfaction and loyalty.
2. The strong preference for features such as free delivery and promotional incentives highlights the importance of user experience design in driving consumer behavior. Restaurants should prioritize these affordances to encourage more frequent orders and improve overall customer engagement.
3. The positive responses regarding visibility through advertisements emphasize the need for effective marketing strategies. Restaurants should focus on targeted advertising and community engagement to enhance brand visibility, thereby fostering a stronger connection with potential customers and encouraging repurchase intentions.



5.3 Research Limitation

There are many valuable insights that provides in this research. But it also important to acknowledge some limitation that may influence the applicability and generalizability of the findings.

1. Narrow focus on variables : The study specifically examines Price Value (PV), Affordances Value (AV), and Visibility (VIS) in relation to Repurchase Intention (RPI), potentially overlooking other influential factors
2. Sample Size, diversity, and geographic context : While the sample size gathered provides a solid starting point for analysis, the lack of diversity among respondents may limit the applicability of findings. Additionally, the research is confined to the Sate Manangkabau restaurant in West Sumatera, which may not accurately reflect consumer behaviors in other regions or types of restaurants. To explore consumer habits and preferences in greater depth, future studies should aim to include a more varied sample across different communities and geographic locations.
3. Contextual factors : Our focus on the Sate Manangkabau restaurant specifically within the food delivery sector could narrow the scope of our findings. This concentrated approach might mean that the insights we've gathered don't necessarily apply to other types of dining experiences or industries. To address this limitation, future research could broaden its horizons by examining similar relationships in various restaurant settings or even across different sectors entirely. By exploring these dynamics in a wider context, we can validate our results and uncover new patterns that enhance our understanding of consumer behavior in the broader marketplace.
4. Temporal factors : The data we collected represents consumer perceptions at a particular moment in time, which means it may not capture how those views change over time. People's opinions and behaviors can shift due to

numerous factors, such as new market trends, economic changes, or even shifts in personal preferences. To gain a deeper understanding of these evolving perceptions, longitudinal studies would be incredibly valuable. Such research could track consumer attitudes over an extended period, revealing how external influences might affect their intentions to repurchase. This kind of insight could significantly enrich our understanding of customer loyalty and engagement, providing a more dynamic picture of consumer behavior.

5.4 Suggestion

To encounter the limitation that occur in this research. There are several suggestions that could be include in further study :

1. Broaden community scope : Future studies could explore repurchase intentions in different communities, both within and outside West Sumatera, to validate findings across diverse consumer behaviors
2. Importance of ongoing research : Carrying out ongoing research would give us valuable insights into how consumer opinions and behaviors change over time. This is especially important as markets evolve and food delivery services improve. Observing these changes can help us understand what influences consumer loyalty and their buying decisions.
3. Comparing across industries : Future studies could also look at how these factors interact in different industries, such as retail or hospitality. By examining these relationships, we can identify specific strategies that can

enhance consumer loyalty and encourage repeat purchases in various sectors.

